

Coastal Visitors' Journey in Scheveningen, the Netherlands

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Preface

The motivation for people to travel has always fascinated me. The master Cultural Geography: Tourism Geography and Planning suited my interest in this matter and was positively challenging. I have gained knowledge about the interesting bonds between people and places, and developed methodological skills. I've learned a lot by integrating this knowledge and skills in my own thesis project. It was a true pleasure to conduct my research in a place that is meaningful to me: Scheveningen. I cherish fond memories of the times that I visited Scheveningen as a child with my grandparents.

Although I conducted the research by myself, several people contributed. Most importantly, I would like to thank Stefan Hartman. I enjoyed discussing my thesis with you and your thorough feedback has helped me tremendously. The interviewees are also indispensable, without you this research would simply not have been feasible. I am grateful for the interesting and pleasant conversations regarding your visit to Scheveningen. Several people of the Municipality of The Hague also contributed to this thesis by providing data or feedback. Thanks Mr. Segeren, Mr. Rodijk, Mrs. Dik and Mrs. Rothuizen. Finally, I would like to thank my family and friends for all the support I have experienced. In particular I would like to thank Arie, Jacobus, Micha, Merinthe and Jaap.

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Summary

The objective of this case study is to gain insights into visitors' motivations, experiences and points of (dis)satisfaction in the low season in Scheveningen. Scheveningen is situated next to the North Sea and is one of the most popular seaside resorts in the Netherlands. It receives many visitors in the peak season (summer) and less during the low season. Investigating visitors' motivations, experiences and points of (dis)satisfaction in an understudied 'cold' coastal destination was needed to reflect on existing conceptual frameworks and to design tourism policies that are in line with visitors' preferences to reduce the imbalance in the number of visitors between the high and low season.

Fourteen semi-structured walk-along interviews were conducted on both the boulevard and the beach in Scheveningen and analyzed with inductive and deductive thematic coding to meet these needs. The 'visitor journey' concept was employed to holistically investigate coastal visitors' experiences and the 'Kano model' to gain insights into how attributes impact satisfaction. The interviews indicated that common motivations to visit Scheveningen were to enjoy themselves, to visit friends and family, and because of the proximity and accessibility, the beach and the sea, and because travel companions wanted this. Many visitors observed the sea, walked, enjoyed and gathered a peace of mind during their visit. The most common (dis)satisfaction-impacting attributes were related to accessibility and weather conditions. Certain interview data was new to the literature such as visiting Scheveningen specifically because of knowing how long a specific coastal walk is and the activities of listening and smelling the sea. Certain common motivations, activities and points of (dis)satisfaction in the literature were not mentioned, probably due to the weather (e.g. sunbathing) and covid-19 pandemic (e.g. shopping). Beach and boulevard visitors' motivations, experiences and points of (dis)satisfaction are largely similar.

Future large scale quantitative research is required to explore the most (dis)satisfaction-impacting attributes affecting overall satisfaction, and thereby word-of-mouth and revisiting. These insights could stimulate effective allocation of resources to reduce imbalances in the number of visitors. Coastal destinations should anticipate more on the importance of the sea (in combination with the soothing sea winds) that cause visitors to acquire peace of mind by making this a focal point in marketing.

Keywords: Coastal tourism, tourist motivations, tourist experience, tourist satisfaction, customer journey, Kano model

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Chapter 1: Introduction

Coastal destinations are often associated with activities that are enjoyable in sunny and warm conditions such as sunbathing, cooling off in the water and beach volleyball. Some coastal destinations are even referred to as sun, sand and sea destinations (Alipour et al., 2020). The idea that a beach is only an interesting place when it is warm is also supported by some weather forecasts as they rate the weather for the beach often with a '1' when it is not warm and raining (e.g. www.weeronline.nl). Although it is well-known that the number of visitors in coastal destinations depends on the (sunny and warm) weather (BRO, 2008; Senbeto & Hon, 2019), this does not mean that some visitors do not enjoy visiting the coast during the colder low season; there is only a smaller number of visits in the low season. Imbalances in tourism between seasons regarding the numbers of visitors is called seasonality in this thesis (Butler, 2001). Seasonality is present in many coastal destinations (Barreira & Cesário, 2018) including Scheveningen, which is rather (over)crowded during the peak season in the summer as can be seen in figure 1 below (Municipality of The Hague, 2020a, 2020b; Peeters et al., 2018).

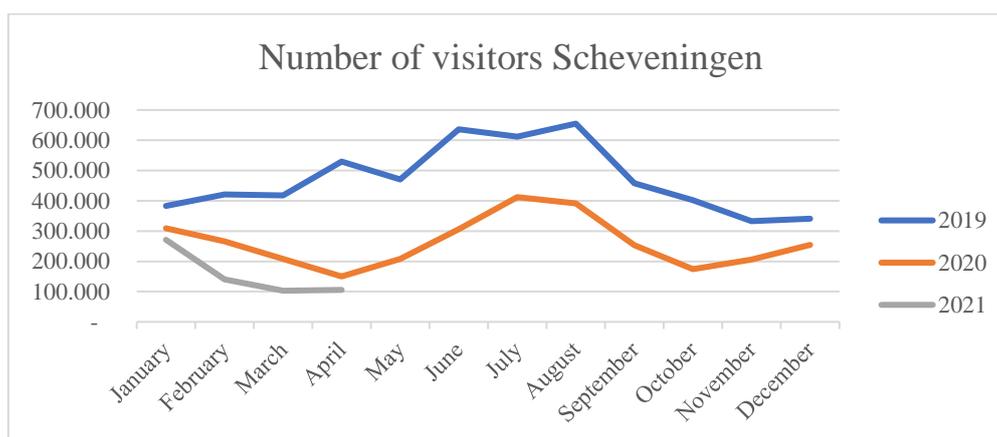


Figure 1: Number of visitors counted by the 22 Wi-Fi visitor counting systems between the Pier and old harbor in Scheveningen. Source: author's graph, based on data of economic researcher C. Rothuizen of Municipality of The Hague.

This study investigates visitors' motivations, experiences and points of (dis)satisfaction in the popular Dutch coastal destination Scheveningen. There is no academic consensus on the exact definition of a visitor nor on tourist. This research employs the definition of the United Nations World Tourism Organization (2010, p. 10):

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips. Tourism refers to the activity of visitors.

A visitor is a tourist according to the United Nations World Tourism Organization (2010) if the trip includes an overnight stay. To prevent terminological confusion, the word visitor is used throughout the thesis. There is no exact border of when the traveled distance from the place of residence to the visited place is sufficient to be considered as ‘outside his/her usual environment’. In this thesis, a visitor is every person who visited Scheveningen and does not reside in the municipality of The Hague.

1.1 Research problem

1.1.1 Societal relevance

Seasonality is an issue for many coastal tourist destinations (European Commission, 2014; Ferrante et al., 2018) including Scheveningen, as it has a wide variety of both positive and negative socio-cultural, environmental and economic consequences (Cannas, 2012; Figini & Vici, 2012). Scheveningen faces general seasonality related issues, such as seasonal jobs that could leave employees unemployed in the low season, and limited profitability of investments resulting in less investments by entrepreneurs (Municipality of The Hague, 2019).

Insights into visitors’ motivations, experiences and satisfaction can be applied to reduce seasonality. Similar to many other coastal destinations, the local government aspires to reduce seasonality and its associated negative impacts by attracting more visitors during the low season (Cisneros-Martínez et al., 2018; Municipality of The Hague, 2019, 2020c). Reducing seasonality is part of The Hague’s policy program ‘Programma Toekomst Scheveningen badplaats’ and the new strategic vision on Scheveningen that will be published in September 2021: *visie Badplaats Scheveningen* (Municipality of The Hague, 2021). This vision will focus on the region of ‘Scheveningen badplaats’ – Dutch for seaside resort (Municipality of The Hague 2020c). Insights from this thesis could be incorporated in the process of constructing this particular vision, and in the processes of politics and decision-making regarding planning strategies and investments aimed at increasing visitors’ satisfaction through planning that is in line with visitors’ preferences (Carvache-Franco et al., 2018a, 2019a). Increased satisfaction could result in revisits and more positive word-of-mouth recommendations in the low season which could stimulate visits to Scheveningen in the low season and thereby reduce seasonality (Chi & Qu, 2008). Moreover, insights into visitors’ motivations during the low season could be incorporated in marketing strategies to attract visitors in the low season (Carvache-Franco et al., 2019a).

1.1.2 Academic relevance

More research on coastal visitors' motivations is required according to Munien et al. (2019), Onofri and Nunes (2013), and Prebensen et al. (2010). Onofri and Nunes (2013) mention this requirement to design tourism policy that is in line with visitors' preferences and positive experiences. Prebensen et al. (2010) conceptualize coastal visitors' motivations as multi-dimensional, consisting of body-related motivations and mind-related motivations. They mention the academic need to reflect on this particular conceptual framework. Despite the fact that Prebensen et al. (2010) is cited 166 times according to Google Scholar, there is a lack of reflective literature on this particular framework. From all of the academic work in the English language (that is accessible to the researcher), only few have reflected on parts of the framework. Carvache-Franco et al. (2018a) support the presence of the motivations 'to enjoy the sun and the beach' and a nature-related motivation. Carvache-Franco et al. (2018b, 2019b) state that motivations of visitors in two coastal destinations in Ecuador relate to the body or the mind. Wong (2015) states that there are few items, three, to measure every dimension of visitor motivation in the framework. Since no previous literature has extensively reflected on the framework, more reflecting should be carried out to fulfill this academic necessity. Moreover, there is an academic desire for more research regarding coastal visitors' experiences. This is required according to Munien et al. (2019) to compare different contexts, and according to Prebensen et al. (2010) to investigate the influence of a 'visitor's journey' upon satisfaction and the intention to perform positive word-of-mouth (WOM). Different visitors' experiences can be expected in different environments as experiences depend on the setting in which the experience takes place (Carvache-Franco et al., 2018b; Sampson & Goodrich, 2009). A 'visitor journey' refers to the entire journey that a visitor goes through from the visitor's perspective.

Additionally, the method that is employed in this thesis is academically relevant. Pandey et al. (2020) performed a systematic literature review on the so-called Kano model application in the tourism industry. In short, the Kano model assesses the relation between satisfaction and fulfilment, and demonstrates that this relationship is non-linear (Pandey et al., 2020). To illustrate, a large hotel lobby could increase satisfaction, but a small hotel lobby does not cause (great) dissatisfaction. Pandey et al. (2020) emphasize the need for more research into satisfaction of un(der)explored countries and sectors of tourism that employ the Kano model to "better understand tourists' complex behavior, improve existing service quality attributes and explore new attributes that could further redefine and enhance tourist satisfaction" (p. 24). Tourism (coastal) destinations remain underexplored.

1.2 Objective and research questions

The main objective of this study is to gain insights into visitors' motivations, experiences and points of (dis)satisfaction in the low season of Scheveningen. The main research question is therefore:

What are the similarities and differences in terms of visitors' motivations, experiences and (dis)satisfaction between the locations of badplaats boulevard and badplaats beach in the low season of Scheveningen?

Two sub-questions are formulated to address this research question:

(1) How do the motivations of visitors from outside The Hague differ between the locations of badplaats boulevard and badplaats beach in the low season of Scheveningen?

(2) What aspects of the experience along the visitor journey of visitors from outside of The Hague are satisfactory and dissatisfactory when visiting Scheveningen badplaats boulevard and badplaats beach in the low season?

1.3 Structure of the thesis

The research begins with a literature review regarding visitors' motivations, experiences, the 'visitor journey' concept, visitors' satisfaction, and coastal tourism (chapter two). Next, chapter three focuses on the methodology and the conducted interviews are analyzed in chapter four. Chapter five is dedicated to answering the research questions and chapter six discusses the theoretical contributions and limitations of this study. Lastly, chapter seven proposes several recommendations for future research and coastal destinations including Scheveningen.

Chapter 2: Literature review

2.1 Visitors' motivations

Motivations are important factors to consider as they impact visitor's experience and satisfaction (Cutler & Carmichael, 2010; Güzel, 2020). Visitors may not always be conscious of their motivations (Smed, 2012). Motivations are about the reasons why people perform certain behaviors (Vada, 2019). They are of great importance to destination choice but are not the only factors impacting it, as visitors may be influenced by facilitating and constraining factors, such as available time for a holiday or children (Jalilvand & Samiei, 2012; Kesgin et al., 2012; Valls et al., 2018). The motivation to visit a destination is a multi-dimensional construct of all kinds of different motivations of which some are more important than others (Alegre & Garau, 2011). Certain visitors have more motivations than others (e.g. the group 'want-it-all visitors' in Rudež et al., 2014). There is a wide palette of motivations for tourism in general including escapism, learning, and relaxing (Cutler & Carmichael, 2010; Prebensen et al., 2010). Visitors may choose the same destination for different reasons (Onofri & Nunes, 2013). Motivations should not be regarded as static because they may evolve during a trip when motivations are fulfilled (Prebensen et al., 2010; Smed, 2012).

To understand decision-making, motivations to visit a destination can be distinct in push factors or push motivations that 'push' a visitor to leave home, and pull factors or pull motivations that 'pull' a visitor to a specific destination (Cutler & Carmichael, 2010; Williams & Lew, 2015; Yoon & Uysal, 2005). Pull factors are thus related to the attributes of a destination (Dodds & Holmes, 2020; Yoon & Uysal, 2005), and may pull a visitor if the place facilitates the experience that a visitor desires (Gómez Martin, 2005; Jorgensen & Stedman, 2001). This 'fit' is also known as 'place dependence' (Jorgensen & Stedman, 2001). The mental image that the visitor has obtained of a certain destination can be compared to possible alternatives, and a destination can be chosen if it best suits the desired activity compared to the (lesser) alternatives.

Although pull factors respond to push motivation factors (Ekonomou et al., 2014; Prayag, 2012), they are not necessarily similar as the following example indicates. On the one hand, visitors may be pushed by a desire to enjoy nightlife, and nightlife facilities might pull them into a specific location. On the other hand, visitors may be pulled by a particular destination because of the cultural attractions and accommodation, but they could also be pushed by either a desire to novel or cultural experiences (Prayag, 2012). Researchers (e.g. Carvache-Franco et al., 2018b) should be wary of this possibility, and should thus not state that their research on (mainly) push factors is similar to findings of research on pull factors.

2.2 Visitors' experiences

Visitors' experiences are relevant to consider as they impact satisfaction (Buhalis & Amaranggana, 2015; Cutler & Carmichael, 2010). A visitor's experience is a psychological process and is based on interactions between visitors and destinations (Cutler & Carmichael, 2010). The words 'based on' are important as people may interpret and consequently act on the same situation differently. This view on experience is consistent with the 'stimulus-organism-response paradigm' (Kim et al., 2020; Lin & Kuo, 2016). This paradigm assumes that an experience is a subjective, intangible, personal phenomena; a social construct that is both influenced by aspects of the destination and on a personal level (Goytia & de la Rica, 2012; Packer & Ballantyne, 2016; Volo, 2009). This paradigm is discussed in detail in the next paragraphs.

2.2.1 Stimuli

'Stimuli', the plural of stimulus, can be physical and social and concerns the matter in which the experience is offered (Cutler & Carmichael, 2010; Packer & Ballantyne, 2016). It is the 'input' of an experience and consists of things that are sensed by people in their environment (Kim et al., 2020; Lucia-Palacios et al., 2016). The sense sight is important in tourism (Garrod, 2008; Park & Kim, 2018). In addition, visitors could also sense with smell, hearing, taste and touch (Urry & Larsen, 2011).

2.2.2 Organism

'Organism' refers to how the stimuli is perceived, organized and interpreted. This is based on a person's senses and individual filter, that is based on prior experiences, interests, worldviews, values, expectations and motivations (Cutler & Carmichael, 2010; Packer & Ballantyne, 2016; Pearce, 2011). Organism, similar to 'the experience essence' (Volo, 2009), refers thus to the psychological processes that take place in a person's mind (Kim et al., 2020; Lucia-Palacios et al., 2016). This could be an unconscious process (Gretzel & Fesenmaier, 2010). This means that not all stimuli are perceived and processed similarly. Thus, people can perceive reality differently.

An important aspect of organism is perceiving. A person's perception of a destination, destination image, is important in tourism as it may influence visitors' destination choice, satisfaction, and intention to revisit and recommend (Alipour et al., 2020; Chi & Qu, 2008; Hasan et al., 2019; Moscardo, 2010; Phillips et al., 2013). A destination image is a social construct which could be influenced by all kinds of factors, such as media coverage and prior personal experiences (Cutler & Carmichael, 2010; Moscardo, 2010).

An experience could be multi-dimensional as several different experience dimensions can be identified (Hosany & Witham, 2009). Often only emotional, sometimes interchanged in the literature with ‘affective’, and cognitive dimensions are noted (Følstad & Kvale, 2018; Lucia-Palacios et al., 2016). However, only taking these two dimensions of an experience into account neglects other dimensions that may be present. Therefore, Packer et al. (2018) their categorization is used. They mention the previous dimensions, add several dimensions and distinguish a total of 15 dimensions in visitors' experiences in general (for a description of each dimension see Appendix A: Codebook). The presence of certain dimensions depends on the setting. To illustrate, visitors to a coastal destination generally have more restorative experiences in comparison to visitors of urban and rural landscapes (White et al., 2013). In line with this, Opiniano et al. (2021) state that visiting a beach could provide reflection and relaxation, and Bell et al. (2015) found that a coastal destination has therapeutic potential as visitors could experience peacefulness, reflective engagement and autonomy. Experience dimensions are not separate as they influence each other. For example, ‘emotion’ is related to learning during tourism (Kang et al., 2012). Moreover, the presence of certain dimensions also generally relates to satisfaction (Hosany & Witham, 2009; Packer et al., 2018). Satisfaction is further explained in chapter 2.4.

2.2.3 Response

‘Response’ refers to the behavioral output of people such as performing certain activities, revisiting a destination or performing word-of-mouth (WOM) (Kim et al., 2020; Loureiro et al., 2021). WOM, person-to-person non-commercial communication regarding a brand, product, or service, may take place physically or digitally, before, during and after a trip, and may be positive or negative (Confente, 2015). In the literature, WOM is often, but not always (Güzel et al., 2020), used interchangeably with recommendations to others (e.g. Severt et al., 2007; Yoon & Uysal, 2005). In the literature, the intention to recommend is often mentioned as a part of ‘destination loyalty’, which is usually both the intention to revisit and recommending the particular destination (Chi & Qu, 2008; Cossío-Silva et al., 2019; Yoon & Uysal, 2005). WOM could, among others, shape someone’s destination image, expectations, and destination choice as it provides an indirect experience (Confente, 2015; Jacobsen & Munar, 2012; Jalilvand & Samiei, 2012). WOM is increasingly sought by potential visitors that consider a destination or are in the planning process of a trip (Jalilvand & Samiei, 2012; Leung et al., 2013). WOM is often regarded as a credible, reliable source with a higher trustworthiness than other information sources in tourism such as advertising (Chi & Qu, 2008; Leung et al.,

2013; Severt et al., 2007; Xia & Bechwati, 2008; Yoon & Uysal, 2005). Satisfied visitors usually perform favorable WOM, while unsatisfied visitors perform negative WOM (Kozak & Rimmington, 2000; Severt et al., 2007). The intention to perform WOM is also stronger when visitors perceive the destination as authentic, and when visitors feel ‘mindful’, a state of mind where individuals examine information and are sensitive to the context (Loureiro et al., 2021).

2.3 Visitor journey

The visitor journey concept aids the understanding of visitors’ experiences adapting the visitor’s perspective (Følstad & Kvale, 2018; Stickdorn & Zehrer, 2009). A journey can be a clearly defined process with a distinct start and finish, or it can be more cyclic. The latter is the case in tourism as a visitor may revisit because of previous well-valued experiences (Chi & Qu, 2008; Stickdorn & Zehrer, 2009). A visitor journey is often divided into three phases: pre-experience, experience and post-experience (Følstad & Kvale, 2018; Zomerdijk & Voss, 2010). The visitor journey concept fits the holistic approach that researchers stress when examining visitors’ experiences (Garrod, 2008; Packer & Ballantyne, 2016; Williams & Lew, 2015). The journey concept is emerging in all kinds of research, including tourism (Følstad & Kvale, 2018) and has a wide variety of definitions, including ‘tourist journey’, ‘tourism experience journey’, ‘service journey’, ‘traveller journey’, ‘guest journey’, ‘client journey’, ‘purchasing journey’, and the most used term ‘customer journey’ (Baier & Rese, 2020; Bashir & Wani, 2021; Veréb & Azevedo, 2019).

A journey includes all activities and events related to the delivery of a service or product from the visitor’s perspective (Zomerdijk & Voss, 2010). Touchpoints are considered as the foundation for journey research and occur when a visitor ‘touches’ on something in that delivery, such as the waiter in a restaurant (Zomerdijk & Voss, 2010). The commonly used method of journey mapping, in which touchpoints are the foundation, can provide researchers with insights into visitors’ experiences from their particular point of view (Følstad & Kvale, 2018). The specific form of journey mapping ‘customer experience assessment’, also known as ‘assessed customer journey’, fits this research because it can provide insight into visitors’ (dis)satisfaction during their experience (Stickdorn & Zehrer, 2009).

In this thesis, touchpoints are regarded as instances of interaction between a visitor and service provider in a location or channel mediating the interaction. The term touchpoint can be used in three ways: (1) as instances of interaction between a visitor and service provider, (2) as a location or channel mediating the interaction, (3) as a combination of both (Følstad & Kvale, 2018). This thesis employs the third mentioned definition due to the following considerations.

A strength of the first way of defining touchpoints is that it provides in-depth insight into how touchpoints in a journey are experienced (see figure 2 below). However, the environment in which such an experience takes place is undefined, making comparing different contexts difficult, which is this thesis' intended academic relevance (Munien et al., 2019). The second definition is useful for comparing contexts as it explicitly connects the environment and (dis)satisfaction. However, it lacks insight into why a particular environment is valued in a certain way (see figure 2).

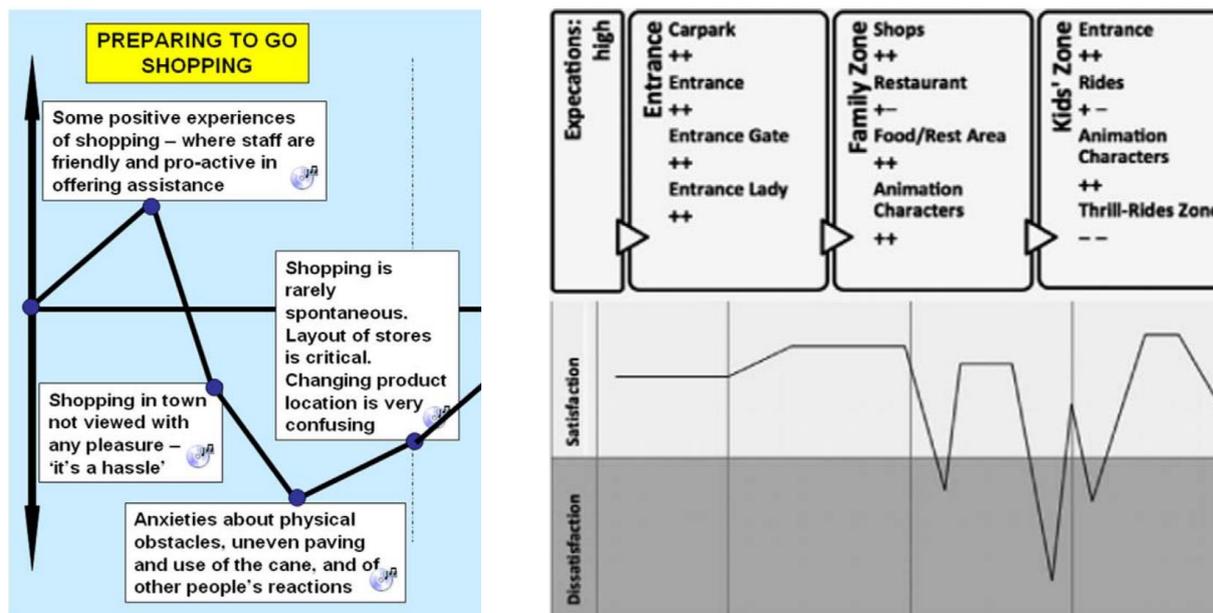


Figure 2: Left image: the pre-visit part of a visitor journey map of a shopping disabled person in the UK. The x-as represents time and the emotional response from positive to negative is indicated on the y-as. Source: Crosier & Handford, 2012. Right image: a part of a visitor journey map of a persona during a theme park visit in Australia. Source: Trischler & Zehrer, 2012.

Stickdorn and Zehrer's (2009) idea of direct and indirect touchpoints is adapted to attributes. This thesis also employs a distinction between direct and indirect attributes. This distinction can be useful to illustrate what parts in a journey can be influenced ('direct') by an organization and which cannot ('indirect'), to indicate on what parts of a journey an organization could focus when attempting to enhance visitors' experiences.

2.4 Visitors' satisfaction

Considering satisfaction is societally relevant as overall satisfaction positively relates to the intention to revisit and WOM, which are important to decrease seasonality (Chi & Qu, 2008; Kozak & Rimmington, 2000; Phillips et al., 2013). Certain researchers (e.g. Yoon & Uysal, 2005) also recommend increasing satisfaction because it generally costs less resources to retain

visitors instead of attracting new visitors (Alegre & Cladera, 2006; Pizam et al., 2016). Similarly to the common definition in the literature (Prayag et al., 2019), satisfaction in this thesis refers to “an evaluation of, or a judgment about, a consumption event or its constituent parts” (p. 60). The words satisfaction, consumer satisfaction, customer satisfaction and visitor satisfaction are often used interchangeably in the literature (Giese & Cote, 2000). Despite consensus on the definition, there is no consensus on the approach (Kozak & Rimmington, 2000) because it is unclear how satisfaction exactly works as it is impossible to access what occurs exactly in a visitor’s mind (Yuksel & Yuksel, 2001a). Oliver’s (1980) expectancy disconfirmation theory is one of the most utilized and empirically supported (Pizam et al., 2016; Prayag et al., 2019; Stickdorn & Zehrer, 2009). In a nutshell, the rationale of this theory is that conformation occurs, which leads to satisfaction, if the outcome of something matches with visitors expectations about the performance of a particular thing (Pizam et al., 2016). However, this theory can be criticized. For instance, an unexpected experience, such as poor transportation, could still lead to satisfaction as it could become a trophy of how a visitor overcame a difficulty (Cutler & Carmichael, 2010).

The specification of satisfaction with attributes instead of overall satisfaction is made in this thesis as it more accurately captures the source(s) of (dis)satisfaction than an overall rating of the total journey, as the latter might not highlight the attributes that caused (dis)satisfaction (as demonstrated in figure 2). Attribute satisfaction refers to the satisfaction with (the performance of) attributes of an experience (Chi & Qu, 2008) and is relevant to consider as it could impact overall satisfaction (Dodds & Holmes, 2019) and the intention to revisit and perform WOM (Chi & Qu, 2008). However, satisfaction with some attributes does not necessarily result in WOM and revisiting (Kozak & Rimmington, 2000). Some attributes may be more important than others (Alegre & Garau, 2011).

The importance of (dis)satisfaction-impacting attributes (the impact on overall satisfaction) should be considered when defining strategies to increase the overall satisfaction, as it provides information to prioritize attributes and thereby stimulate effective allocation of resources (Matzler et al., 2004; Yuksel & Yuksel, 2001b). The Kano model, which is discussed in chapter 2.4.1, and most coastal satisfaction related research lack attention to the importance of attributes (e.g. Zadel et al., 2018). An importance-satisfaction model (I-S model), also known as an importance-performance analysis can assist in prioritizing attributes to enhance overall satisfaction (Chang et al., 2012; Matzler et al., 2004; Pai et al., 2018).

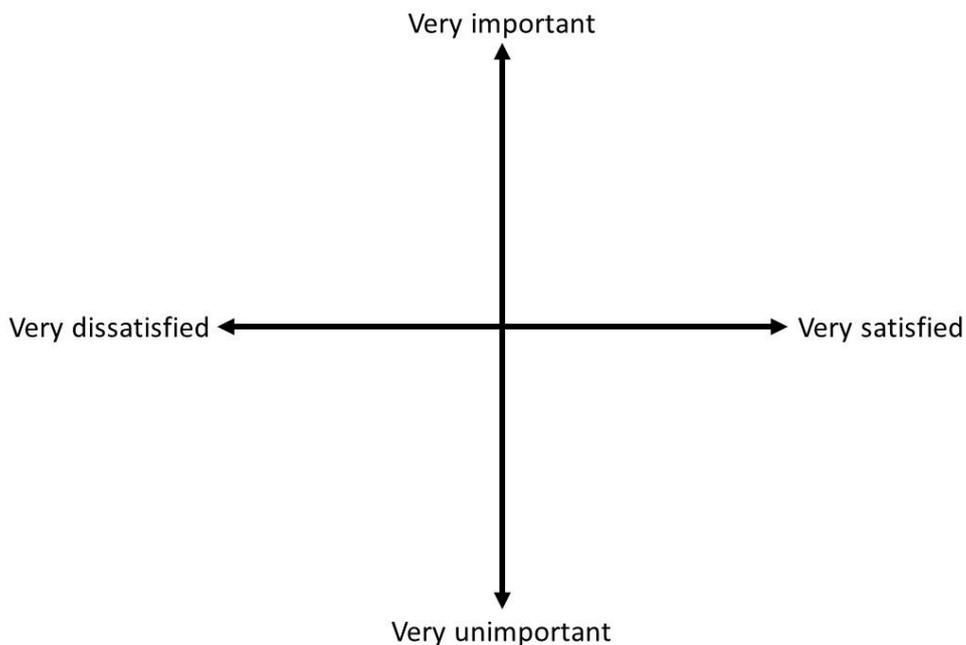


Figure 3: The I-S model, based on Chang et al. (2012).

The I-S model (figure 3) can be separated into four quadrants (Chang et al., 2012; Matzler et al., 2004; Pai et al., 2018). Top left is the ‘to-be-improved area’ and attributes in this quadrant are most in need of improvement. Attributes in the ‘excellent area’ top right should be kept in excellent condition. The attributes in the top quadrants are the most important. In addition, the categories of the attributes according to the Kano model, which is explained in 2.4.1, should be considered for effective allocation of resources. ‘Must-be attributes’ deserve top priority to prevent dissatisfaction, next ‘one-dimensional attributes’ and thereafter the ‘attractive attributes’ (Pai et al., 2018). On the bottom right side is what is called the ‘surplus area’, the allocation of resources to this quadrant could be reduced to improve the attributes in the upper quadrants. The bottom left side is the ‘careless area’ which has the lowest priority.

2.4.1 Kano model

The key message of the Kano model is that the relation between the performance of an attribute and the associated satisfaction is not always linear (Pawitra & Tan, 2003; Violante & Vezzetti, 2017). The Kano model is relevant since it provides insight into how a modification of an attribute would impact satisfaction, which is relevant for this research as the societal aim is to increase overall satisfaction. The Kano model evolved over time and has been used in different fields, such as IT and tourism (Mikulić, 2007; Violante & Vezzetti, 2017). The (traditional) Kano model is quite similar to other satisfaction categorizations, such as Cadotte and Turgeon’s model (1988), as it distinguishes some similar categories. The (traditional) Kano

model distinguishes six categories, however due to the classification that is used, only the following four categories are relevant and presented in figure 4 (Berger et al., 1993; Matzler et al., 2004; Vargo et al., 2007; Shen & Tan, 2000). The four categories can be named in multiple ways. (1) ‘Attractive attributes’, ‘excitement factors’, or ‘satisfiers’, such as a large hotel lobby, increase satisfaction when fulfilled but do not cause great dissatisfaction when not fulfilled. (2) ‘Must-be attributes’, ‘basic factors’, or ‘dissatisfiers’, such as a low noise level, are often taken for granted. They do not increase satisfaction much when fulfilled but lead to dissatisfaction when not fulfilled. (3) ‘One-dimensional attributes’, ‘performance factors’, such as the quality of food in a restaurant, could increase satisfaction or dissatisfaction when fulfilled or unfulfilled. (4) ‘Indifferent attributes’, such as the quality of folders in a hotel lobby, do not really contribute to satisfaction or dissatisfaction, whether fulfilled or unfulfilled. Fulfillment in the Kano model may also be regarded as the absence or presence of an attribute (Violante & Vezzetti, 2017).

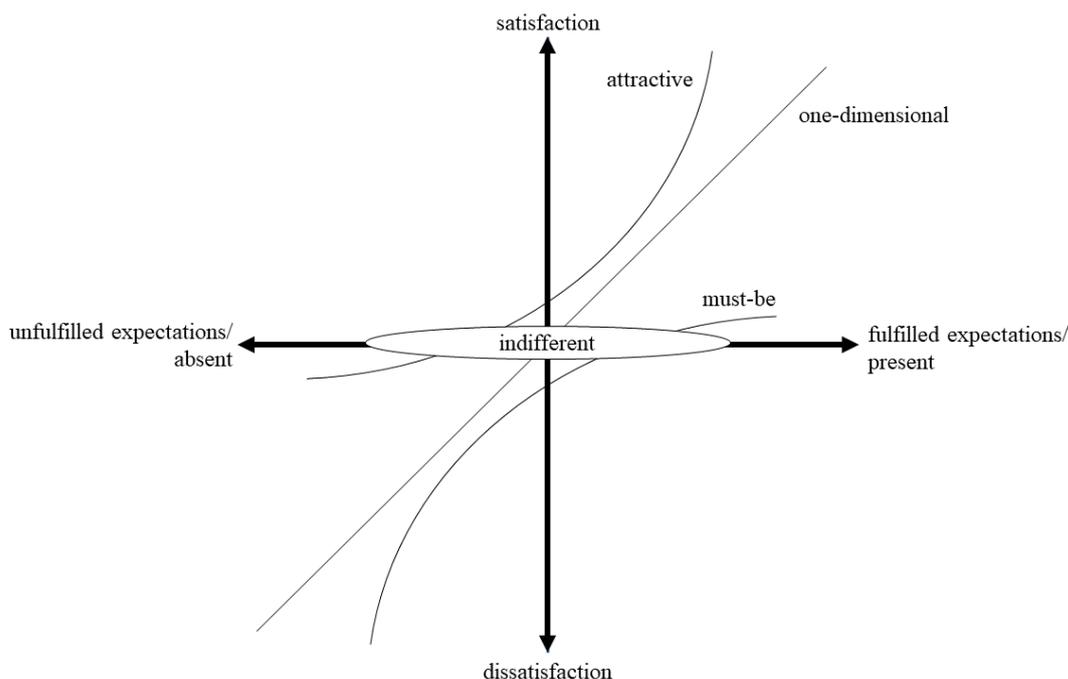


Figure 4: Four categories regarding satisfaction in the Kano model. Source: author’s graph, based on Berger et al., 1993; Violante & Vezzetti, 2017.

Satisfying attributes are important as they represent the opportunity to stand out in comparison to competition (Cadotte & Turgeon, 1988). They can be used to delight visitors and to exceed expectations (Pawitra & Tan, 2003). However, dissatisfying attributes appear to impact satisfaction in a greater way than satisfying attributes (Vargo et al., 2007). This means that many satisfying attributes could be required to compensate for one dissatisfying attribute (Vargo et al., 2007). Minimum standards should be set to avoid dissatisfaction with one-

dimensional and must-be attributes (Cadotte & Turgeon, 1988; Pizam et al., 2016). As expectations may differ among people and changes over time, some may consider a certain attribute as satisfying whereas others consider it dissatisfying, meaning that the kano category in which an attribute belongs may differ among people and changes over time (Chang et al., 2012; Vargo et al., 2007; Violante & Vezzetti, 2007).

2.5 Coastal tourism

Coastal tourism is one of the oldest forms of tourism and is growing on a global level (Papageorgiou, 2016), nevertheless there is a decline in certain parts of the world including Europe (Brandão et al., 2019). Half of the European coastal tourism's jobs are located in the Mediterranean, but the Atlantic have a large share as well (European Commission, 2014). Places in which coastal tourism takes place are named in multiple ways including resort beach (Zadel et al., 2019), beach resort (Brandão et al., 2019), seaside resort (Papageorgiou, 2016), resort city (Williams & Lew, 2015) coastal area (European Commission, 2014), sun and sand destination (Prebensen et al., 2010), sun, sand and sea or 3s destination (Alipour et al., 2020), seaside holiday destination (Figini & Vici, 2012), blue space in health literature (Bell et al., 2015), but mostly coastal destination (Güzel et al., 2020).

In this research coastal tourism refers to, similarly to Drius et al. (2019), tourism in the sea that is near the beach, the beach itself, and at places directly near the shoreline. Coastal tourism is thus employed as an overarching term that (partly) includes other types of tourism: bathing tourism (Zadel et al., 2018), thalassotherapy, a sub-segment of health tourism (Kurtulmuşoğlu & Esiyok, 2017), beach tourism (Hasan et al., 2019), coastal ecotourism (Drius et al., 2019; European Commission, 2014), sun and sand (mass) tourism (Jacobsen & Dann, 2009; Prebensen et al., 2010) also known as 'sun and beach tourism (Carvache-Franco et al., 2018b), and urban tourism to visit coastal towns (Drius et al., 2019).

Moreover, coastal tourism is often referred to in the context of 'marine and coastal tourism' (e.g. Drius et al., 2019; Papageorgiou, 2016). This term is less fitting for this research as there is (rarely) no marine tourism in Scheveningen. Coastal and marine tourism are distinct forms of tourism, however, they are closely related (Carvache-Franco et al., 2019b, 2020; Drius et al., 2019; Munien et al., 2019). Marine tourism, also known as maritime tourism (European Commission, 2014), is related to the water and marine environment, examples are cruising, sailing and scuba diving (Drius et al., 2019). Water is also predominant in coastal tourism, but it excludes activities in the far sea and only includes activities near the coast or on the beach such as swimming, surfing and coastal walks (Carvache-Franco et al., 2018b).

2.5.1 Coastal visitors' push factors

As mentioned in chapter 2.1, visitors' motivations consists of both motivations to travel in general (push factors) and to visit a specific coastal destination (pull factors) (Cutler & Carmichael, 2010). As mentioned in chapter 1.1.2, there exists an academic need to reflect on Prebensen et al. (2010) their conceptual framework. In this particular framework, the researchers consider push motivations for Scandinavian visitors that took a trip of one to three weeks to mainly southern Europe coastal destinations. They developed a conceptual framework wherein they distinct coastal visitors' motivations in relation to the body or mind (psyche). They distinct four dimensions. Two dimensions are related to bodily motivations: 'sun and warmth' and 'fitness and health', and two are related to the mind: 'culture and nature' and 'escapism'. The presence of these dimensions in coastal tourism seems to be beyond dispute as they are present in a wide variety of coastal studies. Güzel et al. (2020) and Kozak (2002) identified these four dimensions as well. In addition, some researchers (Carvache-Franco et al., 2018a, 2018b, 2019b) explicitly support several of these motivations. However, their conceptual framework could be criticized for six reasons.

First, Prebensen et al. (2010), and other scholars, could be more explicit in whether a dimension relates to the body and/or the mind in their framework. It seems quite straightforward that every motivation is related to the body and/or the mind in some way. Although it remains unanswered if this so-called mind-body dualism actually holds true (Demertzi et al., 2009; Prebensen et al., 2010), scholars should be explicit in whether a motivation relates to the body or mind as items that are deployed to measure motivation could be interpreted in multiple different ways which harms the construct validity. This lack of exactitude and thereby clarity is present in most coastal research (e.g. Cervantes et al., 2008; Lucrezi & Van der Walt, 2016; Prayag, 2012). For instance, Prebensen et al. (2010) mention 'recovering strength' but this could be interpreted in multiple ways. Therefore, similar to Kesgin et al. (2012) and Rudež et al. (2014), coastal researchers should be highly explicit if a motivation refers to the mind and/or the body, or if it could be applicable to both.

Second, Prebensen et al. (2010) neglects friends and family-related push motivations. Visiting friends and relatives, also known as VFR in the literature, is a well-known motivation to travel in general (Backer & King, 2016). Many coastal researchers have found that visiting friends and family, or having good time with friends or family are (important) push motivations (Carvache-Franco et al., 2018a, 2019a; Kozak, 2002; Lundtorp et al., 1999; Munien et al., 2019; Rudež et al., 2014). Besides actually visiting friends, thinking about memories with family and

visiting places where friends and family originate from, could also be a motivation in coastal tourism (Carvache-Franco et al., 2019a; Yoon & Uysal, 2005).

Third, the relaxation-related motivations are missing in Prebensen et al. (2010), despite that they are one of the most important push factors in coastal case studies (Jacobsen & Dann, 2009; Lucrezi & Van der Walt, 2016). Prebensen et al. (2010) employ escapism motivations as a broad term that includes the need for peace and quietness which relate to the individual's need to relax. In their way of thinking, escapism is thus always related to mental relaxation. Prebensen et al. (2010) also state that relaxation is always related to escapism: "relaxation deals with taking the time to pursue activities that take your thoughts away from everyday life, to do things that make you escape from civilization and from routine and responsibility" (p. 861). This perception that escapism always falls under escapism and vice versa could be questioned. Around half of the examined coastal scholars have found with statistical tests, such as factor analyses, that some relaxation and escapism motivations are related and call this category 'escape' (e.g. Saayman & Saayman, 2017), 'relaxation' (e.g. Yoon & Uysal, 2005), or 'escape and relaxation' (e.g. Prayag, 2012). However, other scholars have found that relaxation and escapism are separate dimensions (Güzel et al., 2020; Kesgin et al., 2012; Kozak, 2002). This means that escapism-related motivations solely may not cover the relaxation-related motivations. Therefore, Prebensen et al. (2010) should include relaxation-related items, such as (mental) 'resting' (Güzel et al., 2020), to measure relaxation in their conceptual framework.

Fifth, Prebensen et al. (2010) categorize 'culture and nature-related motivations' but does not use a nature-related item to measure this dimension. A nature-related item should be added as learning, experiencing or connecting with nature is regarded as a motivation in coastal tourism (Carvache-Franco et al., 2018a; Kozak, 2002; NBTC Intell & Insights, 2020).

Lastly, Prebensen et al. (2010) failed to integrate the following push motivations that are present in coastal tourism and could be expected in their research: to have time for romance (Güzel et al., 2020; Jacobsen & Dann, 2009; Kesgin et al., 2012), travel to experience luxury lifestyles (Jacobsen & Dann, 2009; Prayag, 2012), to travel brag or enhance status (Güzel et al., 2020; Yoon & Uysal, 2005), to shop (Lundtorp, 1999; Munien et al., 2019; Valls et al., 2018), time for reflection/contemplation (Carvache-Franco et al., 2019a; Kesgin et al., 2012), to meet new (local) people (Carvache-Franco et al., 2018a, 2019b, 2019a, 2020; Rudež et al., 2014), to seek adventure and excitement (Güzel et al., 2020; Yoon & Uysal, 2005), and to obtain a new experience or experiencing a new place (Prayag, 2012; Van der Merwe et al., 2011).

2.5.2 Coastal visitors' pull factors

The literature on coastal visitors' pull factors include many factors as pull motivations vary among visitors within the same destination and among different destinations (Kozak, 2002). Moreover, pull motivation research may apply to different scales as a coastal destination (Alegre & Garau, 2010) or a specific beach (Zadel et al., 2018). The most important pull motivations in the examined coastal literature are the scenery, quality/cleanliness of water and sand, weather, safety, and proximity/accessibility. The most common and most important pull motivation is the natural/physical setting of a destination. Partly overlapping terms are used in combination with each other, such as scenery (Alegre & Garau, 2011; Vaz et al., 2009; Yoon & Uysal, 2005), landscape (Lundtorp, 1999; Ergin et al., 2006; Zadel et al., 2018), nature (Lundtorp, 1999; NBTC Intell & Insights, 2020), and view (Ergin et al., 2006; Ekonomou et al., 2014; Tudor & Williams, 2006). Specifically, the sea and the beach itself are important pull factors for coastal destinations (Marin et al., 2009; Prayag, 2012; Valls et al., 2018). Beach-related and sea-related pull factors are common and important. Examples are the cleanliness and quality of the water and the beach/sand (Botero et al., 2013; Ekonomou et al., 2014; Zadel et al., 2018), accessibility (by car predominantly) or proximity to the destination and the beach (Lucrezi & Van der Walt, 2016; Tudor & Williams, 2006; Vaz et al., 2009), safety and security specifically regarding the beach and sea (Ekonomou et al., 2014; NBTC Intell & Insights) and safety and security in general (Van der Merwe et al., 2011; Yoon & Uysal, 2005).

Coastal destinations are sometimes referred to as 'sun, sand and sea destinations'. The literature supports that the weather, sometimes specified to the sun (Valls et al., 2018), is a common and important pull motivation for outbound and domestic tourism (Kozak, 2002; Saayman & Saayman, 2017; Van der Merwe et al., 2011). The weather can also be regarded as a facilitator, as it may facilitate certain activities (Ashbullby et al., 2013; Becken, 2010; Jacobsen et al., 2011; Gómez Martín, 2005). Most scholars cannot make a statement regarding the type of weather that coastal visitors prefer as they only measure 'pleasant weather'. Whereas most scholars are more nuanced that the perception of 'pleasant weather' could differ among visitors (e.g. Kozak, 2002), other academics translate good weather to 'sunshine' (e.g. Kesgin et al., 2012).

Many coastal tourist destinations consist of more than just a beach and sea, and pull visitors with its seaside, town or city and various facilities. Common and important pull factors are an attractive and interesting seaside and (nearby) town or city (Alegre & Garau, 2011; Yoon & Uysal, 2005), and facilities in general (Botero et al., 2013; Marin et al., 2009; Roca &

Villares, 2008). Specifically, the following facilities are also often mentioned: tourist attractions (Kesgin et al., 2012; Van der Merwe et al., 2011), food facilities (Lundtorp, 1999; NBTC Intell & Insights, 2020), (water) sports facilities (Dodds & Holmes, 2020; Roca & Villares, 2008), shopping facilities (Prayag, 2012; Yoon & Uysal, 2005), nightlife and entertainment (Kesgin et al., 2012; Kozak, 2002; Valls et al., 2018). These facilities together could ensure that there are 'sufficient' activities and facilities for visitors, since that is also a common pull factor (NBTC Intell & Insights, 2020; Saayman & Saayman, 2017; Yoon & Uysal, 2005).

Even though it is rarely one of the most important pull factors, visitors could also be pulled by the cultural aspects of a destination and the people. Cultural pull motivations include cultural history (Kesgin et al., 2012; Lundtorp, 1999), cultural and historical sites (Alegre & Garau, 2011; Ergin et al., 2006), the local lifestyle (Kesgin et al., 2012), local cuisine (Prayag, 2012; Yoon & Uysal, 2005), and local language (Prayag, 2012; Van der Merwe et al., 2011).

Visitors may be pulled by a destination because it is unfamiliar to them. Many coastal visitors are pushed by a desire to visit new places and/or have new experiences as described previously. Visitors with this particular push motivation could be pulled to places that are new to them or provide certain new experiences. However, this is little recognized and measured in the pull motivation literature in spite of it being it is the second most pull motivation for British visitors in Turkey (Kesgin et al., 2012) and domestic and foreign visitors in Colombia (Botero et al., 2013). Scholars should include this pull motivation as it is presumably one of the most important pull motivations for coastal visitors in general.

Visitors may be pulled to a destination if they have a 'sense of place' (SOP) and know people in the certain destination. Sense of place refers to an emotional connection between a person and place according to Cutler and Carmichael (2010) and Alegre and Cladera (2006). SOP is relevant as visitors are pulled by (important) factors such as familiarity (Alegre & Garau, 2011; Kesgin et al., 2012), growing up in the destination (Lucrezi & Van der Walt, 2016; Van der Merwe et al., 2011), and the presence of people that a visitor know (Alegre & Garau, 2011; Saayman & Saayman, 2017). This is a rare pull motivation in the coastal literature despite the fact that the push motivation of visiting friends and family is well-known as described previously. Not many researchers incorporate the importance of SOP or knowing people in the area when investigating coastal visitors' motivations (e.g. Zadel et al., 2018). It is understandable that research regarding 'young' coastal destinations that have recently developed tourism excludes these pull factors, but destinations with a long tourism history should include these factors.

In addition, spending time with friends and/or family is a common push motivation as described previously. It is therefore to be expected that certain visitors are pulled to destinations which are family-friendly (Botero et al., 2013; NBTC Intell & Insights, 2020; Saayman & Saayman, 2017) and offer activities or facilities for children and elderly (Alegre & Garau, 2011; Kozak, 2002; Zadel et al., 2018). In addition, meeting new people is also a common push motivation and these visitors may be pulled by crowds of people (Botero et al., 2013), interesting people (Yoon & Uysal, 2005), attractive people at the destination (Saayman & Saayman, 2017), or the important pull factors of hospitality and friendly locals (Ekonomou et al., 2014; Kesgin et al., 2012; Yoon & Uysal, 2005).

Other pull motivations include quietness, tranquility and a lack of crowding (Ergin et al., 2006; Roca & Villares, 2008; Vaz et al., 2009), crowding in contrast (Botero et al., 2013), the price level (Carvache-Franco et al., 2018a, 2018b; Ekonomou et al., 2014; Rudež et al., 2014), sustainability (Dodds & Holmes, 2020; Ekonomou et al., 2014), presence of toilets and changing rooms (Dodds & Holmes, 2020; Tudor & Williams, 2006), dog friendly beach (Dodds & Holmes, 2020; Zadel et al., 2018), exotic atmosphere (Kesgin et al., 2012; Yoon & Uysal, 2005), the reputation of the beach (Botero et al., 2013; Kesgin et al., 2012; Saayman & Saayman, 2017), and the Blue Flag certification; an international quality label for beaches (Lucrezi & Van der Walt, 2016). Lastly, when looking at overnight stayers, the quality and hygiene of the accommodation is a common and important motivation that may pull an overnight visitor to a destination (Kozak, 2002; Prayag, 2012; Saayman & Saayman, 2017).

The academic relevance of this thesis (Prebensen et al., 2010; Munien et al., 2019; Onofri & Nunes, 2013) could indicate that coastal motivation research lacks progress. A barrier to improving insights could be that scholars exclude plausible items when surveying coastal visitors; much research on coastal visitors' motivation is quantitative with closed questions. For instance, Zadel et al. (2018) include 'the relation of quality and price of the offer' as point of satisfaction, but exclude this as motivations, despite it being a pull motivation in coastal tourism (Alegre & Garau, 2011). To get a more complete overview of coastal visitors' motivations, researchers should conduct a more comprehensive literature review when preparing quantitative data collection. Another possibility is to include open-ended questions or employ semi-structured interviewing, which is nevertheless quite rare in coastal visitors' motivations research despite several proper examples (Botero et al., 2013; Canavan, 2013; Kozak, 2002; Valls et al., 2018).

2.5.3 Coastal visitors' satisfaction

Research regarding visitors' satisfaction could be related to the Kano model. There is a lack of knowledge on the kano attributes in tourism destinations in general and coastal tourism destinations specifically as few researchers (e.g. Alegre & Garau, 2011) employ the Kano model (Pandey et al., 2020). However, certain findings in existing research that did not employ the Kano model could be related to the Kano model if insight into the score of attributes on a scale of (dis)satisfaction are provided. Many researchers only include the mean score in satisfaction research (e.g. Barreira & Cesário, 2018; Kozak & Rimmington, 2000). The mean score can be translated to the Kano model. For instance, a high score on satisfaction indicates that the attribute can be categorized as attractive or one-dimensional as those are the only categories in the Kano model that can cause satisfaction. An overview with the continuum, such as a Likert scale of 1-5, can show how many people regard a certain attribute as dissatisfying, average or satisfying is rarely included (e.g. Andriotis et al., 2008). Researchers are encouraged to add such an overview next to the mean scores in future research in order to enable relating the results to the Kano model.

The (dis)satisfaction-impacting attributes in the literature are generally quite abstract and quite similar to the pull motivations discussed in chapter 2.5.2, since pull factors are related to the attributes of a destination (Dodds & Holmes, 2020). They are however not exactly similar. To illustrate, Carvache-Franco et al. (2019a) measure 'to meet locals' as a pull motivation and assessed satisfaction with 'how locals treat tourists'. Other scholars (e.g. Alegre & Garau, 2011; Zadel et al., 2018) do not take this nuance into account and use the exact same items for measuring motivations and satisfaction.

In general, most attributes in the coastal visitors' satisfaction literature result in satisfaction and are thus probably attractive or one-dimensional attributes. Facilities are the most mentioned attributes. A strong statement regarding the category of the Kano model cannot be made since scholars investigate different kinds of facilities and its quality. Common studied facilities are restaurants (Andriotis et al. 2008; Roca & Villares, 2008) and accommodation (Barreira & Cesário, 2018; Carvache-Franco et al., 2019a). The quality of food is presumably an attractive attribute (Andriotis et al. 2008; Zadel et al., 2018), and local cuisine a one-dimensional attribute (Alegre & Garau, 2011). The quality of the accommodation is a one-dimensional attribute as it leads to both satisfaction (Andriotis et al., 2008) and dissatisfaction (Alegre & Garau, 2011).

There are many accessibility-related attributes that impact satisfaction. Accessibility by car is probably a one-dimensional attribute since accessibility in general and specifically parking accessibility causes both satisfaction (Carvache-Franco et al., 2019a; Zadel et al., 2018) and dissatisfaction, or it is considered as one of the least pleasant aspects of a beach (Vaz et al., 2009), or it is rated in between satisfaction and dissatisfaction (Roca & Villares, 2008). In the same line of reasoning, the presence of (traffic) signage can also be seen as a one-dimensional attribute (Andriotis et al., 2008; Carvache-Franco et al., 2019a).

The weather in general can be regarded as a very important one-dimensional attribute according to Alegre and Garau (2011). Roca and Villares (2008) indicate that the wind and sun specifically, as well as the sand and water temperature, could be considered as either one-dimensional or attractive attribute. However, this statement is a generalization based on data from a group of visitors. Kano categories could differ on an individual level because different people consider different weather conditions as pleasant (Jacobsen et al., 2011).

There are also attributes that are often categorized as attractive but in essence one-dimensional as they lead in multiple studies to satisfaction and in one study to dissatisfaction. These include safety and security (Alegre & Garau, 2011; Andriotis et al. 2008; Barreira & Cesário, 2018), price level (Alegre & Garau, 2011; Andriotis et al., 2008; Zadel et al., 2018), and beach width (Andriotis et al. 2008; Roca & Villares, 2008). Attributes that are probably one-dimensional are the scenery (Alegre & Garau, 2011; Barreira & Cesário, 2018; Roca & Villares, 2008; Zadel et al., 2018), cleanliness of the beach and sea (Alegre & Garau, 2011; Andriotis et al. 2008; Zadel et al., 2018), noise levels (Barreira & Cesário, 2018; Marin et al., 2009; Vaz et al., 2009), and crowding (Alegre & Garau, 2011; Marin et al., 2009; Roca & Villares, 2008).

2.5.4 Coastal visitors' activities

Activities of coastal visitors can be regarded as the response on the previously described motivations. To illustrate, quality/cleanliness of water and sand is one of the most important pull motivations in the literature, and consequently water and beach sports are very common activities. Water sports such as surfing and swimming can be considered as the most popular activities of coastal visitors according to the literature (Drius et al., 2019; Marin et al., 2009; Zadel et al., 2018). Other water sports, such as scuba diving and sailing, are not taken into account due to employed definition of coastal tourism as discussed in chapter 2.5. Beach sports are also common (Haller et al., 2011; Lucrezi & Van der Walt, 2016; Marin et al., 2009), and so are walking (with a dog) and running (Cervantes et al., 2008; Drius et al., 2019; Lucrezi &

Van der Walt, 2016). ‘Uitwaaien’, which could be translated as coming to peace and/or reflecting outdoors while feeling and hearing the wind, is also a common activity at the Dutch coast (NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018). Sunbathing is another common activity that takes place in both the generally warmer and colder coastal destinations such as the German Baltic and Dutch coast (Cervantes et al., 2008; Drius et al., 2019; Haller et al., 2011; Kessler, 2009). Other common activities include socializing (Lucrezi & Van der Walt, 2016; Munien et al., 2019), dining and drinking (Cervantes et al., 2008; Zadel et al., 2018), and resting (Drius et al., 2019; Zadel et al., 2018). Less common activities include biking (Drius et al., 2019; NBTC Intell & Insights, 2020), reading (Cervantes et al., 2008; Lucrezi & Van der Walt, 2016), shopping (Munien et al., 2019; NBTC Intell & Insights, 2020), photographing (Lucrezi & Van der Walt, 2016), observing the view (Cervantes et al., 2008; Lucrezi & Van der Walt), and observing flora and fauna, and sights (NBTC Intell & Insights, 2020).

2.6 Conceptual model

The conceptual model below explains relations between the concepts that have been discussed in this chapter. This model serves as an overview of the most relevant concepts incorporated in this research. It is also the main instrument by which analysis of the field research was conducted (see figure 10 code tree in chapter 3.6). People can visit a destination because three factors. There are factors that push the visitor to move outside, factors that pull the visitor to a particular place, and factors that facilitate or constrain a visit. The factors that pull a visitor are based on the attributes of the destination and thus depend on the mental image that the visitor has obtained regarding a destination. A visit may alter a visitors’ destination image, it could cause them to experience (multiple) experience dimension(s), and they could involve themselves in activities and feel (dis)satisfaction. After the visit, a visitor may recommend and revisit the destination, which leads to (another person’s) previsit.

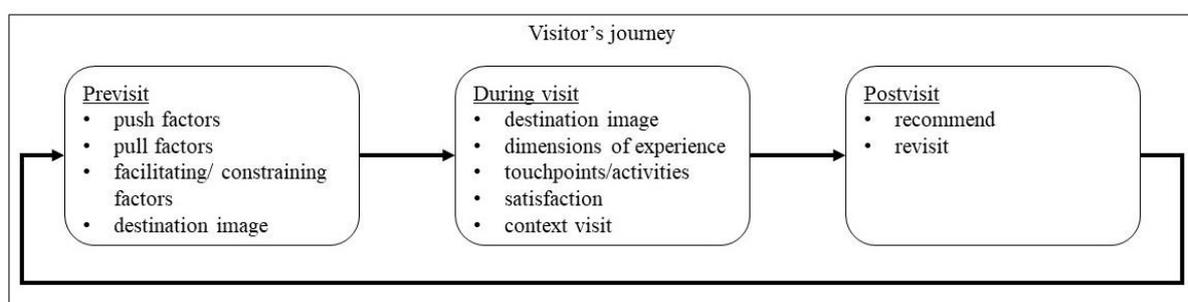


Figure 5: Conceptual model.

Chapter 3: Methodology

This chapter discusses the case study, research paradigm, methods, sampling, data analysis, data treatment and ethics. The research process is discussed in detail to facilitate replication of this research.

3.1 Selection of case study

A case study fits the research question, since it provides the possibility to understand phenomena in-depth and it takes contextual information into account (Bartlett & Vavrus, 2017; Baxter, 2016). Case studies can investigate one or multiple cases (Baxter, 2016). This research employs a spatial comparative multiple case study to meet the academic need of Munien et al. (2019) to compare visitors' experiences in different contexts. A comparison is made between two cases because the badplaats only consists of two areas that are also present in many other seaside resorts: the beach front and sea (beach), and beach front and retail amenities (boulevard) (Williams & Lew, 2015). Using these two cases increases this research's transferability, meaning, the degree to which this thesis' findings apply to other cases (Baxter, 2016).

3.1.1 Case introduction Scheveningen

Two places in Scheveningen, badplaats boulevard and badplaats beach, were selected for this comparative case study. Scheveningen can be considered as the coastal part of The Hague. The Hague is situated in the west part of the Netherlands, next to the North Sea. The Hague is known as the Dutch political center with the national parliament, and internationally as the city of peace and justice. Scheveningen was originally a fishing port which later became part of The Hague (Furnée, 2011). Scheveningen's coastline is diverse, including an old harbor, protected dune areas (part of the 'Natura 2000' network), and wide sandy beaches. The coastline can be separated in different parts which have no strict borders (A. Segeren, personal communication, February 4, 2021). This research focuses on Scheveningen badplaats as can be seen in figure 6 below.

Over time, Scheveningen, specifically the badplaats area, became increasingly a nationally and internationally well-known and visited seaside resort (Furnée, 2011). In 1818 the first bathhouse in Scheveningen opened and the image-defining *grand hotel* Kurhaus opened in 1885 (Furnée, 2011). Scheveningen still attracts many (international) visitors and is one of the best-known and most popular seaside resorts in the Netherlands (Centraal Bureau voor de Statistiek, 2019; NBTC Intell & Insights, 2020).



Figure 6: The geographical context of Scheveningen badplaats. The demarcation of badplaats is based on Van Hattum & Schieven, 2017. Source: adapted from a base map from Google Earth. <https://www.google.com/earth/>

This thesis focuses on the boulevard and the beach in the badplaats. The badplaats consists, among others, of: (1) a pier with a ferris wheel and all kinds of different facilities, (2) a boulevard with a wide variety of attractions including hotels, bars, restaurants, shops, and tourist attractions such as Legoland experience center and Sea Life Scheveningen, (3) and a linear and sandy beach without facilities. All in all, the badplaats can be classified as an urban beach (Williams, 2011; Roca & Villares, 2008).

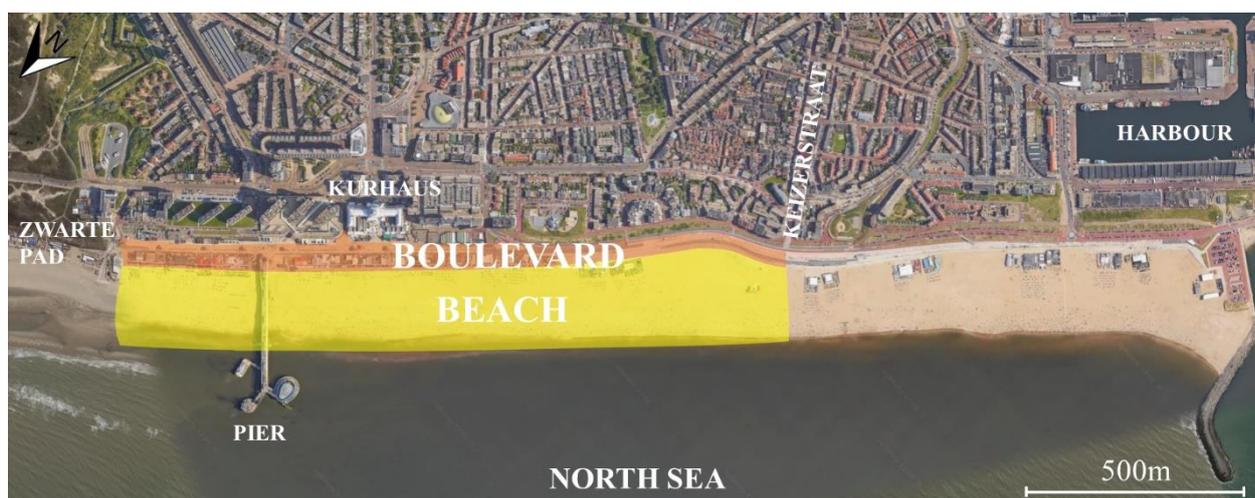


Figure 7: Badplaats Scheveningen has been further divided into two distinctive areas in this study. Source: adapted from a base map from Google Earth. <https://www.google.com/earth/>

3.1.2 Relevance of Scheveningen

Scheveningen is a relevant case because the academic gaps regarding visitors' motivations, experiences and satisfaction applies to Northern cold beaches and Scheveningen specifically. There is a geographical focus as literature is mainly focused on warm destinations such as Southern-Europe (Cisneros-Martínez & Fernández-Morales, 2015), while literature about the Northern cold beaches is scarce (excluding Hallmann et al., 2012 their research on sport tourism). Moreover, there is no recent research that employed the Kano model to examine Dutch locations (Pandey et al., 2020).

Existing research was consulted to check if these gaps apply to Scheveningen. (In-depth) research on visitors' motivations, experiences and satisfaction in the Netherlands was sought, but not discovered, by exploring the following five databases. (1) Google Scholar with search terms such as 'coastal tourist experience', 'beach tourism experience', and 'customer journey coast tourists'. (2) All publications of the Dutch ' Kenniscentrum Kusttoerisme' under the theme consumer behavior. (3) All publications of the ' kennisplatform recreatie, toerisme, landschap en sport' of the province Zuid-Holland. (4) Publications regarding the coast of NBTC Holland marketing and NBTC-NIPO Research. (5) Publications regarding visitors of the coastal part of The Hague in The Hague's council information database. Moreover, several people working within the tourism sector in Scheveningen mentioned that there was no (recent) (in-depth) research on visitors' motivations, experiences, and (dis)satisfaction in Scheveningen (A. Segeren, senior policy officer Economy of the Municipality of The Hague, personal communication, December 9, 2020; C. Los, Director of Foundation Buitengewoon Scheveningen, personal communication, February 23, 2021; S. Hanenberg, Head of Marketing & Customer Care of The Hague Marketing Bureau, personal communication February 15, 2021). Considering this, it is safe to state that the academic gap is still present. In addition, Scheveningen was selected because the research can contribute societally to the local municipal policy in order to reduce seasonality (Municipality of The Hague, 2019).

The locations badplaats boulevard and badplaats beach in Scheveningen were selected because there were visitors present in the low season, and the Municipality of The Hague expressed a want to acquire better insight into visitors' experiences in the badplaats specifically to integrate this into their new vision (A. Segeren, senior policy officer Economy of the Municipality of The Hague, personal communication, November 29, 2020).

3.1.3 The impact of the covid-19 pandemic on the case

The covid-19 pandemic and the national restrictions during the data collection impacted the data collection and the case. The impact on the data collection is integrated throughout this chapter, and the impact on the case in particular is explained in this section. The pandemic had roughly two consequences on the case: less leisure possibilities and less visitors. A lot of facilities in the badplaats were closed, such as the casino, ferris wheel, cinema, Sea Life and many shops. Few shops were not closed, but fun shopping was discouraged as visitors had to schedule reservations hours in advance to be eligible to enter a shop. Restaurants and cafés served take-away orders, but welcoming guests inside or on the terrace was prohibited. Visitors could stay overnight in Scheveningen as hotels were accessible, but food and beverage services including room service were closed.

The nationwide coronavirus measures limited visitors' freedom as certain behavior could result in a fine. This included breaking the 1.5 meter social distancing rule from each other was, gathering in groups, and staying outside during the curfew from 22.00 to 04.30 without a valid reason. The national government advised to go outdoors alone or with people of you own household, or with maximum one person who is not part of your household. In addition, travelling (inter)nationally was discouraged by the government. Foreign visitors were requested to self-quarantine when arriving in the Netherlands.

The covid-19 pandemic decreased the number of visitors, as illustrated in figure 1 chapter 1. On average, during the period of data collection, the number of people that passed by Sea Life, a facility centrally located on the boulevard, was on Good Friday approximately 200, and Saturday and Sunday 350 people per day according to Wi-Fi visitor counting systems (C. Rothuizen, economic researcher of the Municipality of The Hague, personal communication, July 26, 2021). This number is actually larger because the counting system only includes devices belonging to people who seek Wi-Fi access. The number of visitors on the beach during the period of data collection is unknown.

3.2 Research paradigm

The specific worldview of a researcher could affect his research. This thesis applies an interpretivist research paradigm as the aim is to understand visitors through their point of view. A research paradigm refers to the way a person can see the world (ontology), know the world (epistemology) and find out whatever is believed as to be known (methodology) (Guba & Lincoln, 1994). The interpretivist paradigm assumes that every human is unique and that humans can perceive reality differently as it is always interpreted (De Pater & Van der Wusten,

1996; Guba & Lincoln, 1994; Thanh & Thanh, 2015). However, the interpretation is depended to a place itself, because it offers certain stimuli and limits the possibilities of behavior (Carvache-Franco et al., 2018b; Sampson & Goodrich, 2009). Thus, this research presupposes that visitors' experiences are a social construct to a certain extent. This is in line with the stimulus-organism-response paradigm that is explained in the literature review. Hence, context, such as the physical aspects of a place, were taken into account in this research. Moreover, interpretivism assumes that a researcher affects the research. For example, the answer to a question may be affected if a researcher asks a question in an angry or friendly manner. Therefore, aspects of reflexivity, such as positionality, are considered later on in this methodology.

3.3 Selection of semi-structured walk-along interview

This study uses the qualitative method semi-structured walk-along interviews, with elements of structured interviewing to collect additional information on the profile of the participant. A qualitative method is suitable since it provides in-depth insights into visitors' experiences as it can investigate individual experiences and take context into account (Guba & Lincoln, 1994; Volo, 2009, Winchester & Rofe, 2016). Quantitative methods are less suitable as they are mainly intended to measure phenomena and describe phenomena in numbers and thus cannot result in in-depth insights by itself (Thanh & Thanh, 2015). Furthermore, a qualitative method is selected since it is open-ended and can thereby retrieve unforeseen information, which is expected as there are several academic gaps (Yuksel & Yuksel, 2001b).

The qualitative method semi-structured walk-along interviewing is suitable, because it provides the possibility to collect and understand a diversity of experiences, while taking context into account (Dunn, 2016; Stratford & Bradshaw, 2016). A semi-structured form of interviewing is employed to seek similarities and differences between the interviews. This form is chosen because it provides the possibility to go more in-depth when unforeseen information is retrieved (Dunn, 2016).

An interview guide, which fits semi-structured interviewing, was devised as it suits investigating peoples' perceptions, the visitor journey concept and enables comparisons between cases: the beach and boulevard (Barwitz & Maas, 2018; Bryman, 2016; Kallio et al., 2016). The interview guide is a list of topics and possibly several questions that are asked during the interview (Bryman, 2016). The interview was partly structured because the topics in the interview guide were discussed during each interview and certain questions were predetermined (see Appendix B: Interview guide and chapter 3.4.3 for the development of the guide). The

guide was handled in a flexible way making it semi-structured overall (Bryman, 2016; Dunn, 2016). In concrete, the researcher asked follow-up questions, asked the questions in the interview guide in different wording, and changed the sequence of the topics to ensure the flow in the interview in order to prevent formality, to ensure rapport: the degree of comfort between a researcher and a participant (Dempsey et al., 2016; Dunn, 2016; Longhurst, 2010). Rapport was considered beneficial as rapport leads to more and valid data (Bearman, 2019; Dunn, 2016).

Walk-along interviewing is a complementary combination of interviewing and observing, where the interviewer and participant walk around the place of interest (Cele, 2006; Carpiano, 2009). Moreover, walk-along interviewing was selected as it suits research regarding experiences of a place and satisfaction (Carpiano, 2009; Cutler & Carmichael, 2010; Kusenbach, 2003). Walk-along interviewing was conducted since assessing the motivations, experiences and satisfaction in real-time is preferable to gain a more complete image because of three specific reasons. First, sensing the environment, which is discussed, could add a layer of depth since it makes it easier for participants to recall certain memories (Garcia et al., 2012; Trell & Van Hoven, 2010) which is relevant as memories and the subjective intensity of (affective) experiences generally fade over time (Cooper et al., 2019; Cutler & Carmichael, 2010). Second, sensing certain objects can trigger conversations that would not have occurred in a different environment (Trell & Van Hoven, 2010). Third, it allowed the interviewer to observe and understand how the participant interacts with the environment (Trell & Van Hoven, 2010). Moreover, walk-along interviewing could increase rapport because the interview could take place in a neutral space, such as a public space (Longhurst, 2010), and overcome potential power inequalities (Garcia et al., 2012; Trell & Van Hoven, 2010).

Considering the current covid-19 pandemic, interviews were held outdoors to keep the interviewer and participant safe. The harsh wind made interviewing more difficult and sometimes reduced the audio recording quality (Carpiano, 2009). Recording audio was required for the analysis. Undesirable potential noisy surroundings were minimized by renting the high-quality recording device *Zoom H5 Handy Recorder* with pop filter and pretesting it in advance. During pretesting it was decided to record the interview additionally with a cellphone in the interviewer's jacket pointed at himself to focus the primary device on the participant and ensure a back-up in case the primary audio device failed.

Three possible solutions were considered to also capture other stimuli besides the sound during the interview. First, a bodycam could capture the visual sense and location, but attempting to film steady while interviewing can distract the interview process (Evans & Jones,

2011) and a bodycam does not necessarily record the same stimuli as what is observed by participant or interviewer (Clark & Emmel, 2010). Second, field notes or pictures could be taken during the interview. However, both interrupt the flow of the interview which could decrease rapport (Evans & Jones, 2011). Third, a GPS tracker, however, such a device could only capture the coordinates of the location. All considered, a combination of GPS during the interview, and taking photographs (visual sense) and field notes (other senses) directly after interviewing was conducted to connect the audio recording/a visitor journey to the spatial environment and to ensure flow.

‘Natural walk-along interviews’ were conducted: the participants were in charge of the walk and free to walk wherever they wanted. This form was selected because of three reasons. First, it can include participants who suffer from impaired physical mobility as they could stop and rest somewhere since continuously walking can be exhausting (Carpiano, 2009; Kusenbach, 2003). Second, other parts besides the beach or boulevard could be important for visitors’ journey. Third, predetermining a route makes the interview less informal, decreasing rapport (Evans & Jones, 2011). In addition, the fact that walk-along interviewing does not take extra time of the participant as the visit can be continued, such as the walk back home, turned out to be a reason for some participants to agree to an interview. Moreover, it turned out to be a flexible tool as it made it possible to continue interviewing while unexpected events happened. Specifically, the researcher walked along to the parking place of a participant’s car because his suddenly crying children wanted to go home (line 5 in figure 8 below). In total, nine interviews were conducted while walking, and five were still or sitting on a bench, as visualized below.



Figure 8: The location of all interviews. Source: adapted from a base map from Google Earth.

<https://www.google.com/earth/>

The researcher can be considered as partly ‘insider’ due to familiarity with the study area in the peak season. Based on the distance between the interviewer and participant, as well as the distance between interviewer and the topic, a researcher can be positioned between an ‘insider’ or ‘outsider’ (Chavez, 2008). Consequently, the researcher cannot visit Scheveningen with the eyes of a new visitor which harms the research’s confirmability. Therefore, walk-along interviewing was chosen as it can challenge the aspects that the researcher takes for granted due to his familiarity, more than indoor interviews (Wiederwold, 2015). Overall, the partly insider position has advantages, such as familiarity with certain places which were mentioned by the participants, but also disadvantages such as perceiving particular topics from one’s own experiences (Chavez, 2008).

Positionality was considered during the interview to increase rapport. The researcher executed small-talk as it takes time for participants to ‘warm up’ which could increase rapport (Dempsey et al., 2016; Dunn, 2016; Longhurst, 2010). In addition, techniques such as nodding were employed to increase rapport (Verhoeven, 2014). Recording the interview could cause the interview to be more formal, which could decrease rapport (Al-Yateem, 2012). Therefore, Al-Yateem’s (2012) advice was implemented to make the recording device not prominently present during the interview by ‘hiding’ it under the interview guide (in all cases, consent was requested prior to recording).

3.4 Operationalization of methods

3.4.1 Employing the journey concept

The visitor journey is assessed during a visit because certain motivations may become less important over time as they are possibly fulfilled early on in visitors’ journey (Prebensen, 2010), and expectations could be refined during the trip (Cutler & Carmichael, 2010). Visitors that had just entered Scheveningen are not the most valuable as the focus of this research is on Scheveningen itself. Therefore, a requirement was set that visitors should have been in Scheveningen for at least 15 minutes. In addition, the walking-along form makes it possible for participants to continue their visitor journey in a modified manner. For example, participant Mark could continue walking along his path, but the researcher’s presence made the participant engage in a conversation instead of individually reflecting: “When you just arrived I happened to be in a reflection of a negotiation that I had last week”¹.

¹ Toen je net aan kwam lopen toen zat ik toevallig in een reflectie van een onderhandeling die ik had van de week.

As a consequence of assessment during the visit, this thesis can only make statements regarding visitor's intention to future behavior. A disadvantage is that it is uncertain whether participants will actually execute this behavior as a gap exists between intention and performed behavior (Ajzen, 1991; Juvan & Dolnicar, 2014). Similar to other research (Severt et al., 2007), behavioral intentions were addressed by asking participant's intention to perform recommend and to revisit.

To map visitors' journey, the researcher combined and adapted the relevant aspects of the maps of Crosier and Handford (2012), Følstad and Kvale (2018) and Trischler and Zehrer (2012) to this thesis' relevance, since there is no standard protocol for executing visitor journey research as it is a relatively 'immature field of study' (Crosier & Handford, 2012; Følstad & Kvale, 2018). An example can be seen below in figure 9, all enlarged maps are included in Appendix C. Elements that turned out to be relevant for this thesis in the literature review were included in a map, such as the importance of (dis)satisfaction-impacting attributes. The following aspects were included in the visitor journey map: a chronological sequence of touchpoints on the x-axis and the amount of (dis)satisfaction on the y-axis. (Dis)satisfaction-impacting attributes were categorized in terms of direct or indirect, a certain category of the Kano model, and how important attributes were for the overall satisfaction. This thesis utilizes the perspective of the Municipality of The Hague when categorizing direct and indirect attributes, as this research is societally relevant to them as they could enhance visitors' journey. This research regards visitor's journey as cyclic because recommendations may lead to a (re)visit (of another person), resulting in a figurative arrow from post-visit to pre-visit.

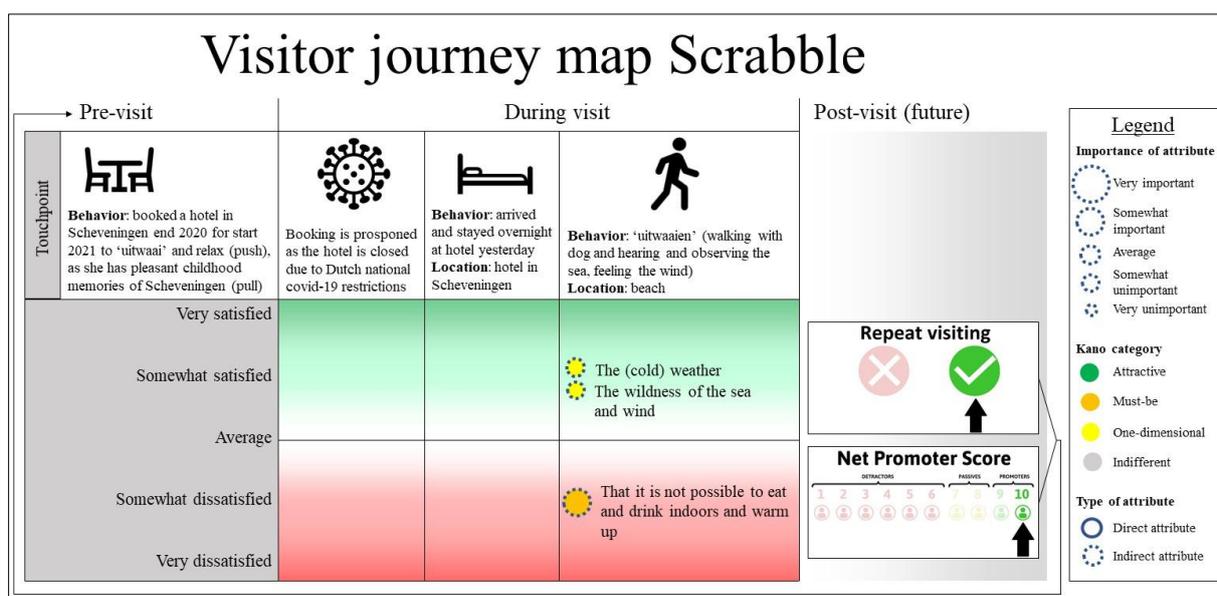


Figure 9: Example of a constructed visitor journey map.

3.4.2 Employing satisfaction

As can be seen in figure 9, attributes mentioned by participants were assessed on three aspects: (1) the amount of (dis)satisfaction, (2) the importance of the attribute, (3) the category of the Kano model. Regarding the first two, a 5-point ordinal Likert scale was chosen to enable comparisons with other relevant literature, as this scale is common in satisfaction measurements (Chang et al., 2012; Pizam et al., 2016; Pai et al., 2018). Reading all the scale descriptors out loud by each attribute and letting the participant select one of the options was initially chosen as way of measurement. However, this was not always the most appropriate method because at times the answer was already obvious during the interview which made this rigid way of assessing needlessly a source of decreasing rapport. Reading out loud the 5-point Likert scale decreased rapport as a few participants interrupted the interviewer as they were aware of the 5-point scale because they had been asked this question multiple times before in the interview. Therefore, the rating was done in a more dynamic and rapport sustaining way, by way of not asking to rate attributes on a scale if the participant already said “somewhat dissatisfied” or “very important”. In these cases, the researcher asked a question for conformation purposes to verify if the researcher interpreted it correctly during the interview. For instance, by asking the question: “so, this [attribute] is somewhat dissatisfying?” In addition, similarly to the literature (Yuksel & Yuksel, 2001b), a few participants had difficulty with accurately indicating the importance of attributes. In these situations follow-up questions were asked to retrieve an answer.

The Kano model exists in all kinds of quantitative and qualitative ways (for an overview see Violante & Vezzetti, 2017). Categorizing attributes in the Kano model was based on the functional and dysfunctional technique or interpretation of participants’ words that already indicate the Kano category for an attribute. This was chosen because it has no limitation regarding the number of attributes that can be taken into account (Mikulić & Prebežac, 2011; Violante & Vezzetti, 2017), which is important as the number of attributes in a visitor’s journey cannot be predicted. With the functional and dysfunctional technique, categorization is based on the answers on two questions (Berger et al., 1993; Pandey et al., 2020; Pawitra & Tan, 2003; Violante & Vezzetti, 2017). The functional question related to the presence or a high level of performance of an attribute. For example, “How do you feel if attribute x is good/present?” The dysfunctional question relates to the absence or a low level of performance of an attribute: “How do you feel if attribute x is bad/absent”. However, answering the dysfunctional question turned out to be difficult to imagine for some participants. To illustrate, participant Annie could

not imagine that the beach width would be absent: “yes, because then the other beaches here would also be less wide, there is always beach, nothing can be done about it”². In such cases the question was followed by a question such as “is this width of the beach more of an extra when you visit Scheveningen?”

In addition, to sustain the flow during the interview, the dysfunctional question was sometimes, similarly to the importance question, replaced by a conformation question to ensure correct interpretation when the category of attributes was evident. A few participants said certain words multiple times that indicated a kano category. For instance, the word ‘extra’ or ‘bonus’ indicates an attractive category, while words such as ‘requirement’ indicate a must-be category. Thereafter, classification of attributes took place by counting the most mentioned kano categories of each attribute (Vargo et al., 2007). This resulted in Appendix D.

Direct classification, which is explaining the Kano model to participants and letting participants categorize the categories themselves was also considered (Mikulić & Prebežac, 2011). It was however not chosen because pretesting with several friends and family members indicated that the model was too difficult to understand in a reasonable time frame in comparison to the total duration of the interview. The understanding of the participants is important because otherwise reliability problems may arise (Mikulić & Prebežac, 2011; Violante & Vezzetti, 2017).

3.4.3 Development of the interview guide

The interview guide (Appendix B) consisted of a few closed, but mainly open questions. It was based on reviewed academic theory, and it incorporated questions that are required to construct a visitor journey map and to categorize attributes according to the Kano model. A few closed questions were integrated for two reasons. First, to gain insights into factors that may explain visitors’ journey. The combination of an in-depth interview and ‘background questions’ is also present in other research (Carpiano, 2009) and was selected as it may complement each other, as personal characteristics have an influence on experiences (Canfield & Basso, 2016; McGuirk & O’Neil, 2016). For instance, it was questioned how often a visitor visited Scheveningen as motivations differ between first-time visitors and repeat visitors according to Vada (2019).

Second, closed questions were asked to make statements regarding the representativeness of the sample. Therefore, similar closed questions from existing research in

² ja want dan zouden de andere stranden hier ook minder breed zijn, er is altijd strand, daar is niks aan te doen.

Scheveningen were incorporated to enable comparisons between this thesis sample and existing large-scale research (Assies et al., n.d. in 2017) that included a large part of this thesis' population. The closed questions were integrated into the interview guide instead of a separate questionnaire. This was decided because it is generally more rewarding for participants to answer questions when someone is listening (Phellas et al., 2011), and switching from an interview to a questionnaire or vice versa could reduce the flow and thereby rapport of the interview.

The interview guide was organized in a hybrid of a funnel and pyramid structure to make the participant comfortable and thereby increase rapport (Dunn, 2016). This means that interviews started with simple-to-answer questions, such as participants' age and place of residence, and were subsequently followed by more abstract questions. To increase rapport and thereby achieve in-depth information, probes and prompts are considered and partly incorporated in the interview guide (Bearman, 2019; Leech, 2002). For example, after the question about word-of-mouth, the probe 'to whom' was included in the interview guide.

Aside from a few closed questions, most questions were rather broad and open-ended, to take relevant information into account that is not described in the literature (Bryman, 2016). The guide includes certain topics and questions based on theory (deductive) as these are necessary to enable visitors' journey mapping and usage of the Kano model. For instance, the questions regarding satisfaction were based on the Kano model literature (Violante & Vezzetti, 2017) to meet the academic need of Pandey et al. (2020). The employed (traditional) Kano model lacks attention for the importance of attributes (Berger et al., 1993; Violante & Vezzetti, 2017). Therefore an additional question was incorporated regarding the importance of each attribute. Considering the academic and societal relevance to explore what impacts overall satisfaction, the interview guide was focused on attributes that were satisfying or dissatisfying. Indifferent attributes were taken into account when mentioned, but the focus was on the other three categories: attractive, must-be, and one-dimensional attributes.

During data collection the interview guide was adjusted in three ways. The interview guide was pre-tested to increase the intelligibility of the questions and to verify if the structure of the interview was logical, to improve the quality of data collection (Dunn, 2016; Kallio et al., 2016). 'Field-testing' was executed with a friend in the study area (Kallio et al., 2016) and 'external assessment' was done by the following two experts: university supervisor S. Hartman and policy officer Economy of the Municipality of The Hague A. Segeren (Kallio et al., 2016). Nevertheless, an interview process is dynamic. The interview guide changed a bit

during data collection as mentioned in chapter 3.4.2. Furthermore, the question about mindfulness became optional instead of obligatory as several participants did not understand why the question was asked, which decreased rapport. The initial interview guide included this question as mindfulness impacts the intention to perform WOM (Loureiro et al., 2021).

3.5 Sampling

During sampling people that were walking, sitting or standing alone were approached, but individuals with travel companions were not excluded as it turned out that six of the fourteen participants had company (excluding dogs or babies). Individuals were approached because of three reasons. First, it is difficult to construct a journey map for a group as every individual has different experiences according to the research paradigm and capturing this experience might be easier in one-to-one interviews in comparison to joint interviews (Taylor & De Vocht, 2011). Second, a participant may feel less freedom to speak during joint interviews in comparison to one-to-one interviews (Taylor & De Vocht, 2011). Third, it was expected, and it turned out, that people with travel companions would feel more time pressure to finish the interview. For instance, during two interviews with a parent, children suddenly started to cry or nag which made both interviews less rich as both only lasted approximately 10 minutes instead of the agreed 15 minutes. A journey map of one of these visitors was not constructed as a few elements of the journey of one participant were unclear due to time pressure.

Relevant downsides of interviewing individuals are that only one side of the story can be heard and that the presence and answers of another person during the interview may enrich the data (Taylor & De Vocht, 2011). For instance, one participant visited Scheveningen because his partner wanted to. The motivation of this partner was explained by the participant, but it could be argued that the partner itself could better express the motivation than a second-hand source, since he could misinterpret the partner.

A suitable participant met five criteria. First, the participant had to visit Scheveningen boulevard or beach for at minimum 15 minutes. Second, the participant had to reside outside the municipality of The Hague. Third, the participant had to agree to an interview of at least fifteen minutes in order to achieve in-depth information. The set of fifteen minutes was based upon experiences during pre-testing the interview. No maximum duration of the interview was set as it could lead to missing out relevant information. Fourth, the participant had to consent to an audio recording of the interview by signing the informed consent (Appendix E). Lastly, the participant had to speak Dutch or English as the researcher is fluent in these two languages.

The non-probability sampling strategy was convenience sampling, which means selecting participants on the basis of access (Bryman, 2016; Stratford & Bradshaw, 2016). The lack of data on the research's population made it impossible to construct a sampling frame to execute probability sampling. Specifically, sampling consisted of approaching strangers at the boulevard and beach in the badplaats area (figure 7) that were the closest to the spot where the researcher was located if they would like to participate. In other words, 'operator bias', meaning that a researcher may inadvertently select certain individuals (Rice, 2010), was taken into account to increase the research's confirmability.

The time frame for sampling was the Easter weekend: the period of April 2 (Good Friday) to April 5 (Easter Monday) in the (early) morning, afternoon and evening. The late evening was not included due to the curfew regarding the covid-19 situation. Different parts of a day were chosen to gain a representative sample as different types of visitors may visit on different times (Baarda et al., 2012). The Easter weekend was chosen for two reasons. First, the methodology was checked by employees of both the University of Groningen and the Municipality of The Hague in late March and this was the first opportunity of the researcher to execute the fieldwork. Second, Scheveningen receives usually absolutely and relatively more visitors from outside The Hague (potential participants) in the weekend and during the Easter weekend, increasing the possibility that people would participate (A. Segeren, senior policy officer Economy of the Municipality of The Hague, personal communication, March 22, 2021). Fieldwork was not executed during Easter Monday due to the heavy windy and rainy conditions, which the recording device could not endure. This was not problematic as saturation was already reached on Sunday. Nevertheless, it could be argued that Easter Monday would facilitate different experiences as the weather may attract a different type of visitor resulting in fundamentally new information that would move the saturation point.

In total, fourteen interviews were conducted. Similar to the other research with convenience sampling (Longhurst, 2010), there was a high refusal rate of 77%. A small majority of these refusals was because people did not meet one of the five above-mentioned criteria. According to the non-response list, the refusal rate was especially high on the boulevard and among women, and low among young (18-30 year) and old (65+ year) people. In addition, one person did not want to participate after showing the informed consent, which supports Bryman's (2016) statement that signing an informed consent decreases participant's willingness to participate.

3.5.1 Sample size

The sample consisted of fourteen interviews and was based on saturation. Several principles of Francis et al. (2010) were considered to justify saturation. First, prior to the interviews an initial sample size was set at ten due to the complexity of the research questions. Second, the stopping criterion was set at when three consecutive interviews provide no fundamentally new information. Saturation was subjectively tested after the tenth interview and each interview that followed (interview 10, 11, 12, 13, etc.) till the stopping criterion was reached.

3.5.2 Data quality

Characteristics of the sample are visualized in table 1 below. The sample includes more people that visited the beach than the boulevard. The age of participants differs greatly. The majority of the participants resided in Western Netherlands. Half of the participants visit Scheveningen five or more times a year, of which three participants visit 25 times a year or more. All participants mentioned that they often take day trips in general. The sample is quite representative as it is quite similar to the sample of large-scale research in the badplaats (Assies et al., n.d.; Van Hattum & Schieven, 2017).

Participants	Visited location(s)	Age (circa)	Place of residence (circa)	Frequency of visits Scheveningen in a year
Nico	Boulevard	40	Western Netherlands	4
Dominik	Boulevard	65	Poland (stayed in Scheveningen)	1
Magdalena	Beach	70	A neighboring municipality of The Hague	50
Annie	Beach	50	Western Netherlands	25
Guus	Beach & boulevard	40	Southern Netherlands	<1
Jan	Beach & boulevard	50	Western Netherlands	25
Geiteke	Beach & boulevard	55	Western Netherlands	5
Mark	Beach	30	A neighboring municipality of The Hague	8
Peter	Beach	45	A neighboring municipality of The Hague	50

Scrabble	Beach	30	Eastern Netherlands (stayed in Scheveningen)	5
Else	Beach	60	Western Netherlands	1
Souf	Boulevard	30	Western Netherlands	<1
Ela	Boulevard	30	Western Netherlands	1
Dapda	Beach	20	Eastern Netherlands (stayed in Scheveningen)	10

Table 1: Characteristics of the participants.

3.6 Data analysis

The interview data was analyzed by a thematic analysis with elements of grounded theory as codes were based on both inductive and deductive modes. Thematic coding was executed since it fits research questions about peoples' experiences (Saldaña, 2021). A couple of actions were taken to analyze the interview data. First, the recordings of the interviews were transcribed verbatim to enable thematic coding (Braun & Clarke, 2012). Verbatim transcripts were made since this way of transcribing considers the manner in which something is said, such as pauses, and such details can be revealing (Braun & Clarke, 2012; Dunn, 2016). During transcribing, trustworthiness was strengthened as remarks were written down when the researcher thought of a certain code (Saldaña, 2021). Second, segments of the transcript were coded in computer program ATLAS.ti 8. A code was assigned to a piece of the transcript. The code captured the essence by summarizing the text in a few words, such as 'observing the sea makes me relax' and 'shopping' (Saldaña, 2021). Coding was carried out by multiple reviews of the transcript and adding, modifying and merging codes, resulting in a total of 421 codes. Third, the codes were organized into sub-categories, categories and themes, such as 'pull motivation' and 'push motivation'. Categorizing was discovering links and patterns between the codes: similar codes were linked to each other by organizing them in an overarching (sub)category (Saldaña, 2021). These categories, which thus exist of multiple codes, were organized into overarching theme's, such as 'pre-visit'. Analyzing was a cyclical act as it involved recoding and recategorizing (Cope, 2010).

Coding and categorizing was both inductive (from the transcript) and deductive (from theory) (Braun & Clarke, 2012). (Sub)categories and themes were based upon the interview data and the literature review and the conceptual model in chapter 2.6 in particular. For instance, themes were in line with the phases of the visitor journey concept. For the analysis, subcategories were provided with a specific color to systematically review the literature and

interview data. These colors and the relation between sub-categories, categories and themes can be found in the code tree in figure 10 at the end of this chapter and was based on the conceptual model in the theoretical framework (see figure 5 in chapter 2.6). For more detail about the codes that were included into each (sub)category see Appendix A: Codebook. As usual in qualitative research, the research process itself was also circular (Bryman, 2016). Unexpected data was collected in the interviews as there were several knowledge gaps regarding the studied phenomena. After coding the interview data, additional literature was collected to review and strengthen the interpretation of the interview data.

The findings of the closed questions regarding participants' personal background were integrated in the analysis by constructing 'document groups' in ATLAS.ti to see if there were similarities or differences between participants with different characteristics regarding each topic. Document groups were constructed regarding visitors' age, gender, education level, place of residence, location of the interview (predominantly boulevard or beach), perceived authenticity of Scheveningen, travel familiarity in general, and with Scheveningen specifically.

3.7 Data treatment

Pseudonyms were used to establish anonymity (Bryman, 2016). The participant was asked if he or she has a preference for an alias at the beginning of the interview since it served as 'ice breaker' in several interviews, which increased rapport (Ranney et al., 2015). Anonymity cannot be ensured in the raw data making safe storage important to prevent potential harm to the participant (Bryman, 2016). The raw data, transcripts and ATLAS.ti file which include transcripts were stored on one USB-stick and one SD-card that were only accessible to the researcher. These were stored at two separate offline locations due to back-up purposes and to prevent hacking. To minimize hacking, the audio recording on the researcher's cellphone was immediately transferred to the USB-stick and SD-card and deleted from the cellphone. The audio file will be deleted after submitting this thesis project in August 2021.

3.8 Research ethics

All research involves ethical considerations (Dowling, 2016). Research ethics is about how a researcher conducts the research and how responsibilities and obligations towards those involved in the research are handled (Dowling, 2016). The guidelines of the 'Netherlands Code of Conduct for Research Integrity' were followed in this thesis (Royal Netherlands Academy of Arts and Sciences et al., 2018). Ethical considerations are especially important as the thesis will be publicly available in the database of the University of Groningen. Participants of this research disclosed personal characteristics with which it is possible to identify participants. This

is not ethical responsible since (sensitive) information could harm them if they are identified (Dowling, 2016). Therefore, pseudonym were used to establish anonymity (Bryman, 2016). Moreover, the raw data was not shared and excluded from this document since ensuring anonymity in transcripts is difficult (Bryman, 2016). Furthermore, as discussed in chapter 3.1.3, interviews were held outdoors and on 1.5m distance to prevent covid-19 contamination.

Consent forms (Appendix E) were used when approaching potential participants, so they knew exactly on what they agreed when participating in this research (Dowling, 2016). The informed consent was based on the guidelines of the University of Groningen (n.d.), Royal Netherlands Academy of Arts and Sciences et al. (2018), Bryman (2016), and Dowling (2016). An informed consent could hardly include all the relevant information about the research (Bryman, 2016). Therefore participants were free to ask whatever they wanted before and after the interview. The informed consent form was also pre-tested with some family members to increase the intelligibility (Kallio et al., 2016). This resulted in easier to understand language in the consent form.

The researcher and participant both signed one informed consent form. One unsigned copy was provided to the participant, so the participant could contact the researcher about withdrawing, ask questions or lodge a complaint to the Ethic Committee of the University of Groningen (University of Groningen, n.d.). In addition, participants were asked if they desired to receive a transcript of the interview in order to check it (Forbat & Henderson, 2005). Such respondent validation, also known as member checking, could be beneficial as it could increase the credibility (Bryman, 2016). It was optional since ensuring respondent validation is difficult and it is not ethically to keep sending reminders to participants (Birt et al., 2016). Moreover, checking transcripts could result in discomfort, a form of harm, as a transcript could underline a participant's ungrammatical style (Bryman, 2016; Forbat & Henderson, 2005). A total of three participants requested to receive a transcript. Transcripts were sent after transcribing. One respondent provided an invalid email-address which made it impossible to send the transcript, one participant did not reply, and one participant replied but suggested no changes.

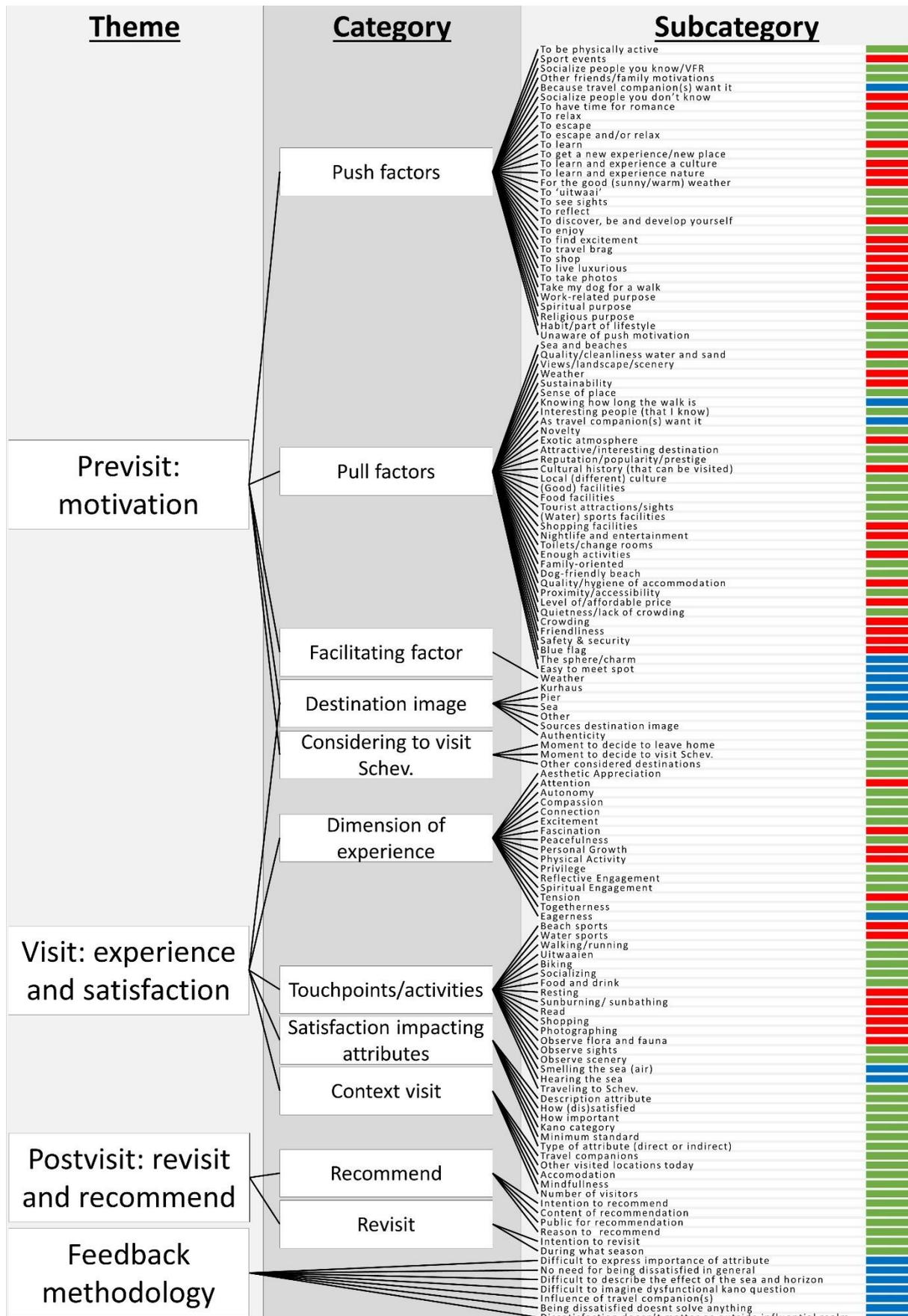


Figure 10: Code tree with themes, categories, and subcategories. Green = subcategory based on both the literature and the interviews, red = only based on the literature, blue = only based on the interviews.

Chapter 4: Analysis

Maps of the visitor journeys have been constructed (Appendix C) and were used during the analysis to consider the visit holistically.

4.1 Previsit: motivations

Table 2 in chapter 4.1.3 provides an overview of the push and pull motivations per participant.

4.1.1 Push motivations

The most common push motivation to leave home and visit Scheveningen were as follows: to enjoy (mentioned by eight visitors), to relax and/or escape (five), because travel companions wanted to visit Scheveningen (four), to visit friends and family (three), to have new experiences (three), to reflect (three), and to ‘uitwaai’ (three), which refers to coming to peace and/or reflecting outdoors while feeling and hearing the wind. Regarding enjoyment, two visitors left home as they enjoyed being outdoors in general. This push motivation has become stronger for participant Mark since the covid-19 pandemic, as he was more often indoors in comparison to pre-covid. The participants Else and Dapda visited to enjoy the beach, and Else, Magdalena, Geiteke, Jan and Ela visited to enjoy the sea. These motivations were not equally important for all visitors. For example, enjoying the sea was one of the many, and not the most important, motivations for participant Ela, but Magdalena mainly visited to enjoy the sea by observing, hearing and smelling it: “that I hear the sea, that's actually what I come for (...) the sea air and the sea, yes that's the most important”³.

Even though travel for ‘joy’ is a common and important push motivation in coastal tourism literature (Kesgin et al., 2012), to enjoy the sea specifically is uncommon. Valls et al. (2018) conducted an open-ended questionnaire on British visitors in Catalonia and found the sea as an infrequently mentioned push motivation. However, usually, enjoying the sea as a possible push motivation is neglected by a large number of researchers.

Friends and family related motivations were mentioned by six visitors. Specifically, several went to Scheveningen because their partner (Souf and Geiteke), partner and children (Guus), or child (Else) wanted to visit Scheveningen. In all these cases, the visitors were pushed

³ dat ik de zee hoor, daar kom ik eigenlijk voor (...) de zeelucht en de zee, ja dat is het belangrijkste

to leave home: “my wife wanted to go to the sea today so uh then we planned a day at the sea today”⁴ (Guus).

Three participants went to Scheveningen to visit family (Dominik and Else) or a friend (Geiteke) which all lived near the badplaats. Else went to Scheveningen because there was an Easter related event and participant Geiteke to accompany a friend who was otherwise companionless at Easter. Visiting a coastal place to visit or spend time with friends and family is well-known in coastal tourism literature (Munien et al., 2019). However, visiting a coastal destination because a friend or family member wanted to, is not covered in the coastal literature. Kesgin et al. (2012) considered ‘influenced by children’ as constraining or facilitating item, but the findings indicate that it was of paramount importance and pushed visitors to leave home and pulled them to a specific destination. Many researchers in motivation research thus mistakenly assume that visitors always act from individual motives when visiting a destination.

Similarly to the literature (Prayag, 2012), having new experiences was also a push motivation, even for people that repeatedly visited Scheveningen. Participant Dominik has lived close to Scheveningen previously, but visiting a beach was a bit a new to him since he does not visit the sea in his home country (Poland). Annie went to Scheveningen to have new experiences even though she visited Scheveningen 25 times a year. However, supported by participants Ela and Magdalena, Annie states that: “it's different here every time”⁵.

Similarly to the literature, relaxation was a common push motivation (Kesgin et al., 2012). All five visitors that were pushed by relaxation, feeling better and/or escapism were beachgoers and all of them visited Scheveningen five times or more a year. Annie visited Scheveningen to come to peace as she escaped the ‘hustle and buslte’ of the day during her visit. Mark went to rest by creating a ‘balance’ as this experience was in contrast to the busy workdays: “you've been busy all week with work and stuff of course, so at the weekend you want to create uh some balance”⁶.

Some visitors were pushed to travel in order to reflect, which is a common, but rarely a very important push motivation in the literature (Jacobsen & Dann, 2009). Reflecting was based on the experiences that visitors had in daily life, or it included obtaining a new perspective by escaping daily life. The latter applied to participant Geiteke’s travel companion. His partner

⁴ mijn vrouw wou nou vandaag naar de zee dus uh dan hebben we vandaag maar een dagje zee gepland

⁵ het is hier ook elke keer anders

⁶ je bent natuurlijk al de hele week flink druk met werk enzo, dus in het weekend wil je dan wel uh wat balans creëren

desired to visit Scheveningen to see the sunset. The sunset and horizon had symbolic meaning and enabled escaping home and developing a new perspective in life by seeing ‘new things’. This push motivation was strengthened by the covid-19 pandemic, as her world had become ‘smaller’:

And she [partner] says my world consists of almost 25 meters of living room, which I am in every day (...). Normally she also had a lot of meetings outside home (interviewer: yes), they just don't go on (...) Yes for her that is really a moment that she can see the horizon and see that there is more than 25 meters living room and work in the world.⁷ (Geiteke)

Another motivation that partly overlaps with the previous two motivations is called ‘uitwaaien’. When comparing the descriptions of the participants, the Dutch term ‘uitwaaien’ could be defined as an experience in which the visitor comes to peace and/or reflects when feeling and hearing the wind. According to participant Scrabble ‘uitwaaien’ only applies to walking the beach, while participant Peter also considers other natural environments fitting for ‘uitwaaien’. The highest wind speeds are usually along the coast (Royal Netherlands Meteorological Institute, n.d.) making a beach suitable for ‘uitwaaien’. ‘Uitwaaien’ was only mentioned by three beachgoers.

Four other push motivations were also mentioned. (1) Going outdoors to walk, which was according to Peter particularly present due to the covid-19 pandemic as he travels less and sits more indoors. (2) Peter also went because it is a habit to visit Scheveningen since the covid-19 pandemic. (3) Ela went to see sights and to see other people than she usually sees, the latter push motivation is uncommon in the literature. (4) Magdalena went in order to feel better, which she usually does afterwards.

Push motivations were however not always (very) clear for visitors. Several visitors paused for a long time or said ‘uh’ after motivation-related questions and said words such as ‘maybe’ or ‘something like that’ when attempting to describe their motivations. Specifically one visitor had trouble with explaining her push motivation as she had no defined goal for her visit because she went spontaneously as she happened to be nearby. This supports Smed’s (2012) statement that visitors “may not be conscious of their motivations at all levels and, thus, they are unable to express them” (p. 130). Few researchers include an ‘I don’t know’ option

⁷ En zij [partner] zegt eigenlijk mijn wereld bestaat uit 25 meter woonkamer haast, waar ik dan iedere dag in ben (...). Normaal had ze ook veel besprekingen buiten de deur (A: ja), die gaan gewoon niet door (...) Ja voor haar is dat echt even dat ze de horizon kan zien en kan zien dat er in de wereld nog meer is dan 25 meter woonkamer en werk.

when assessing visitor motivations (NBTC Intell & Insights, 2020). Coastal researchers should include such an option in future research.

Considering the academic need to reflect on Prebensen et al. (2010) their framework, the interview data validated their four dimensions of push motivations. Multiple aspects of the dimensions ‘culture’, ‘escapism’ and ‘health’ were validated, while enjoying the beach was the only item of sun-and warmth-related motivations that was validated. Nonetheless, the model does not cover all visitors’ push motivations, such as ones related to friends and family.

Despite the many mentioned push motivations, several common push motivations in coastal visitors’ motivations literature were not mentioned by participants. The following motivations were probably absent due to covid-19 measures because traveling large distances and meeting people was discouraged, and many facilities were closed: to learn about and experience a (new) (different) culture (Yoon & Uysal, 2005), to meet new people (Kozak, 2002), for sport events (Güzel et al., 2020), to shop (Valls et al., 2018), to have time for romance (Kesgin et al., 2012), to live luxurious (Prayag, 2012). Traveling for the sun and warmth (Kesgin et al., 2012) was not mentioned, which was expected as data collection took place during cold conditions. Work-related motivations (Figini & Vici, 2012) were presumably not mentioned because of the time of data collection: during the Easter weekend. Other common but not mentioned push motivations were: to learn (Munien et al., 2019), to learn about and experience nature (Lucrezi & Van der Walt, 2016), to discover, to be and develop yourself (Yoon & Uysal, 2005), to find adventure (Kozak, 2002), and to travel brag (Güzel et al., 2020).

4.1.2 Pull motivations

The most frequently mentioned pull motivations were proximity and accessibility, as well as the sea and beach, both mentioned by seven visitors. This validates the finding that proximity and accessibility are one of the most important pull motivations in the literature (Roca & Villares, 2008) and among South-Holland’s coast (NBTC-NIPO Research, 2018). Proximity was a motivation for visitors that stayed near Scheveningen, but also for a visitor who traveled from Southern Netherlands. Dominik, who stayed with family in Scheveningen, walked with a baby which required to be fed every three hours, so he had to visit a proximate destination. For Nico and Peter the specific seaside did not matter as they chose Scheveningen because of its proximity:

well because it it's [stutter] close to ... [nearby town], so it's pleasant cycling distance. If you say, if you say [stutter] go to Noordwijk or Katwijk, that is further away, and in fact you have almost the same there.⁸ (Peter)

Accessibility was important as covid-19 restrictions limited leisure options. Mark and Peter visited Scheveningen quite often since the pandemic because their old habits were discouraged by covid-19 restrictions: traveling by train and going out on Saturday evenings. Ela stated that she wanted to 'do' something in the area and visiting Scheveningen was one of the few available options. This all indicates that, similar to Jorgensen and Stedman (2001), a destination was compared to alternatives, of which there were few, and a destination can thus be chosen if it was the best among (lesser) alternatives. Only a few visitors considered other destinations, such as Hoek van Holland.

The beach and sea, similarly to the literature, were found to be important pull motivations. Whereas the beach is a more common pull motivation in the literature (Kesin et al., 2012), in this study the sea turned out to be a more common pull factor than the beach. For the boulevard visitors, the sea and beach were generally less important. All visitors that were pulled by the sea and beach were beachgoers. Except for Nico, who wanted to enter the beach but could not due to a physical handicap. Some visitors went to the nearby dunes, but were pulled to the beach or boulevard to be more in contact with the sea:

but it [the dunes at Kijkduin] did indeed not feel as nice as on the beach, because you don't hear the sea, you don't smell the sea, you don't see the sea, nothing. So it [the visit] is clearly about the sea for me.⁹ (Magdalena)

The sand was mentioned several times in combination with the sea, but not in combination with the sun, probably because it was mostly cloudy during the data collection. This supports Valls et al. (2018) their statement that sun and sand are separate pull factors. The findings of the field research also add to the literature that the sea was an important (and separate) pull factor.

Sense of place, which is regularly mentioned in the literature (Van der Merwe et al., 2011), was not a common pull motivation. However, for the two people that mentioned it, it

⁸ Nou omdat het het het [stotter] lekker dichtbij is vanaf ... [nabijgelegen stad], dus het is lekker aan te fietsen. Als je zegt, als je zegt ga naar Noordwijk toe of Katwijk, dat is gelijk verder weg, en je hebt er eigenlijk bijna hetzelfde.

⁹ maar het [de duinen bij Kijkduin] voelde inderdaad dus niet zo fijn als op het strand, want je hoort de zee niet, je ruikt de zee niet, je ziet de zee niet, niks. Het gaat mij dus duidelijk om de zee.

was considered the most important. Memories of (happy) times with family in Scheveningen provided participants Magdalena and Scrabble the possibility to reflect on family memories which resulted in feelings of comfort and a carefree feeling. Alegre and Garau (2011) found that international coastal visitors in mainly the Mediterranean Sea area identify familiarity as the least important motivation for visiting a place from a list of seventeen attributes. Generally, familiarity may not be important, but this thesis indicates that it can be of paramount importance on a personal level.

Other mentioned pull motivations that were similar to the literature are as follows: dog friendly destination (Dodds & Holmes, 2020), the view of the sea both from the beach and from the pier (Ergin et al., 2006), ability to walk on the boulevard (Lundtorp, 1999), the presence of friends or family (Alegre & Garau, 2011), facilities for children (Kesgin et al., 2012), as it is a new place for me/the place is different every time (Kesgin et al., 2012), that this is the most famous beach (Saayman & Saayman, 2017), tourist attraction (Carvache-Franco et al., 2018a) the presence of a toilet (Tudor & Williams, 2006), a variety of food facilities which was particularly important during the covid-19 pandemic as Scheveningen has more places to eat and drink than other coastal destinations (Prayag, 2012), local cuisine of local fish restaurant Simonis (Yoon & Uysal, 2005), many facilities (Roca & Villares, 2008) although lots of them were closed due to covid-19 restrictions, and quietness (Vaz et al., 2009) was a reason for visitors to go to the beach instead of the boulevard. The pandemic made quietness slightly more important for one visitor: “especially now with corona because then I don't feel like walking in a crowd with everyone, with everything that spreads anyway”¹⁰. (Magdalena)

Seven important and common pull motivations in the literature were not mentioned. (1) Quality and cleanliness of water and sand (Tudor & Williams, 2006), probably because few visitors swim in the sea during Autumn and Scheveningen's beach and other surrounding beaches are generally regarded as clean (Kantar Public, 2018). Cleanliness was also not a reason for any visitor in NBTC-NIPO Research (2018) to not visit the nearby coastal dune area. (2) Quality and hygiene of the accommodation (Ekonomou et al., 2014) presumably because only two visitors stayed overnight in hotels. (3) Cultural history (Kesgin et al., 2012), nightlife and entertainment facilities (Jacobsen & Dann, 2009), shopping facilities (Yoon & Uysal, 2005), probably as a result of the many closed facilities due to covid-19 restrictions. (4) Friendliness of locals (NBTC Intell & Insights, 2020), presumably because social interaction was

¹⁰ vooral dus nu met corona omdat ik dan geen zin heb om in colonne hier met Jan en alleman achter elkaar te lopen, met alles wat toch uitwappert

discouraged by covid-19 restrictions. (5) Affordable pricing (Kozak, 2002), probably because Scheveningen is not known for being inexpensive. (6) Safety and security (Alegre & Garau, 2011), presumably because coastal destinations are generally safe in the Netherlands, so this was not a pull motivation for a specific destination. (7) The (sunny) weather (Prayag, 2012), probably because no participants had different weather conditions at home. In most coastal literature, visitors are pushed and pulled by a desire for pleasant weather and visit different countries because of it (Kozak, 2002), but this sample included mainly domestic visitors. Nonetheless, it could be regarded as a motivation-impacting factor since many visitors only visited Scheveningen on the assessed day because of certain weather conditions. Three visitors visited because there was no rain, two because there were no (very) strong winds, and one participant visited because it was not very sunny because she sunburns quickly. For the other participants, the weather did not matter. This variety of responses supports the idea that ‘good weather’ can differ between people (Gómez Martín, 2005). Thus academics (e.g. Kesgin et al., 2012) should not state that ‘sunshine’ is synonymous with good weather. The term ‘enabler’ (Becken, 2010) or ‘constraining/facilitating factor’ (Kesgin et al., 2012) instead of pull motivation may be more appropriate, as visitors were pulled in general due to the weather and not to Scheveningen specifically.

This study adds four pull motivations to the coastal literature. (1) Visiting a specific destination, Kurhaus, as it was an easy to recognize landmark and thus an easy place to meet. This pull motivation was mentioned once. (2) Two visitors mentioned traveling as travel companions requested them to. Although the literature acknowledges that someone may visit a specific destination because it is family-friendly, they do not take traveling to a specific destination because of travel companions into account. (3) Two visitors were pulled by the charm/sphere of Scheveningen. They were not attracted by a single attribute, but by the combination of attributes such as the reputation, the long beach, and the boulevard that provides Scheveningen its own charm or sphere. Coastal research sometimes includes overarching terms such as ‘interest in destination’ (Botero et al., 2013) in motivations measurements, but a term that refers to the totality of attributes of a destination is lacking. (4) Mark visited the beach as he knows how long a specific walk between two landmarks is:

well this is a nice walk, because from the fishing harbor to the pier and back is about an hour, roughly, a little shorter, and that's a nice stretch because then I know I'll be on time later [for an appointment later today].¹¹

The pier, Kurhaus and ferris wheel are landmarks and were prominent in visitors' destination image of Scheveningen, as can be seen in figure 11. Particularly the ferris wheel was unexpected since the attraction has opened relatively recently in 2016. Whereas several items relate to the mentioned motivations, such as the sea, beach and delicious fish, most items were not directly related to any pull motivation. Several visitors considered Scheveningen the most famous seaside. In contrast, one visitor referred to Scheveningen as 'lost fame', 'vergame glorie' in Dutch, which is in line with a statement of Municipality of The Hague (2020c) that Scheveningen seaside has lost its grandeur.



Figure 11: A word cloud of visitor's destination image. The larger the word, the more frequent it was mentioned.

4.1.3 The combination of push and pull motivations

The combinations of push and pull motivations can be seen in table 2 below. Unsurprisingly, the push and pull factors were sometimes largely similar. For instance, Magdalena was pushed to enjoy the sea and was pulled by the sea. Push and pull factors applied to different scales and complemented each other. For example, Geiteke was pushed and pulled by three factors that caused him to visit Scheveningen → the badplaats → the beach respectively. First, he traveled to Scheveningen to visit a friend during Easter with his partner, then he was pulled to visit the badplaats as his partner wanted to see the sunset, and while walking and waiting for the sunset he walked to the beach while his partner was on the boulevard as he felt a need to observe the waves of the sea.

¹¹ nou dit is een mooi stukkie, want van de vissershaven tot de pier en terug is ongeveer een uur, grofweg, ietsje korter, en dat is een mooi stukkie want dan weet ik dat ik nog op tijd ben straks [voor een afspraak later vandaag].

Visitor	Push motivations	Pull motivations
Nico	Do not really know	Proximity/accessibility; the possibility to sense the sea
Dominik	To visit family; to walk with grandchild in buggy; to have new experiences	Family lives close to the beach/proximity; to watch the sea as he has not been to the sea in a while
Magdalena	Enjoying the sea; to feel better; to reflect	Family memories; quietness; the possibility to sense the sea; the sea is always different; possibility to walk on the boulevard; toilet
Annie	To enjoy being outdoors; for new experiences; to come to peace by escaping the hustle and bustle of the day; to 'uitwaai'	Distance to the beach; many food facilities; the possibility to sense the sea; the sea is always different
Guus	Spouse and children wanted to go a day out to a beach	Proximity, many facilities; that it is fun for spouse and children
Jan	To enjoy the view of the sea	The view on the pier; the charm of Scheveningen
Geiteke	To visit friend for Easter; to enjoy the sea/waves; as partner wants to see the sunset to escape from home and see that there is more in the world (to reflect)	Friend lives close to the beach; as partner wants to; to view the waves; the sphere of Scheveningen
Mark	To enjoy being outdoors; to relax; to reflect	Quietness; that he knows how long the walk is without concentrating on the time; the view
Peter	to 'uitwaai'; to walk; habit;	The possibility to sense the sea; proximity
Scrabble	to 'uitwaai'; to relax (have a carefree feeling)	Childhood memories; dog-friendly destination; the dog can walk freely on the beach
Else	To visit family; because family member wanted to fly a kite; enjoy the sea and feeling the sand	Family was here; recognizable/easy to meet spot; parking accessibility; the possibility to sense the sea and sand
Souf	Because partner wanted to go to Scheveningen	Because partner wanted to go to Scheveningen; to see the sight Scheveningen

Ela	To have a new experience; to enjoy the sea; to see sights	Proximity; that Scheveningen is a bit new; to watch people; the ‘kibbeling’ (fried fish) of local fish restaurant Simonis; to see the sea without shoes getting dirty
Dapda	To enjoy the beach	The beach, sea and wind; the most famous beach; attractive architecture

Table 2: Combinations of push and pull factors.

4.2 Visit: experience and satisfaction

A visitor’s journey starts with the idea to visit a location (Appendix C). Eleven visitors decided to visit the beach and/or boulevard on the day itself, others decided this in advance. The majority of the visitors came by car, others by bus, bicycle or on foot.

4.2.1 Activities

The most common activities for both the beach and boulevard visitors were observing the scenery and/or sea and walking (both mentioned by nine visitors). Observing, smelling and listening to the sea were common activities. Observing the sea specifically is rarely regarded as an activity in coastal research, while it was common in Scheveningen. Many visitors were visually focused on the sea and on people’s activity in the sea such as the surfers, which was enjoyable: “and I also like that there are surfers here, I like to watch that too”¹² (Annie).

Observing the sea and people has been a common activity in Scheveningen for centuries (Furnée, 2011). Several scholars regard a specific form of sensing, observing, as an activity (e.g. Cervantes et al., 2008; Drius et al., 2019; Munien et al., 2019). This could be explained by the fact that the visual aspect is central in tourism (Garrod, 2008; Park & Kim, 2018). However, visitors’ experiences are based on stimuli through multiple senses of which observing is only one, aside from smelling, feeling, hearing, and feeling (Urry & Larsen, 2011). Although theoretically all visitors continuously sense stimuli, observing the sea, but also smelling the sea (air) and listening to the sound of the sea, could be regarded as activities as numerous visitors observed (ten visitors), smelled (five visitors) and heard the sea (three visitors) with close attention. Smelling and hearing the sea was only mentioned by beachgoers and one boulevard visitor who wanted to enter the beach but could not. Moreover, three visitors, all beachgoers, explicitly mentioned ‘uitwaaien’ as an activity, which refers to coming to peace and/or reflecting outdoors while feeling and hearing the wind. Other visitors carried out activities that

¹² en ik vind ook leuk dat hier surfers zijn, dat vind ik ook leuk om naar te kijken

were similar to the literature, including observing sights (Lucrezi & Van der Walt, 2016), biking (Drius et al., 2019), socializing which was only done by visitors with travel companions (Marin et al., 2009), and consuming food and drinks which was only by three visitors that had travel companions (Munien et al., 2019).

Common activities in the literature that were not mentioned include sunbathing, water sports or beach sports. This does not suggest that these activities were absent in Scheveningen as a few surfers and swimmers were present during data collection. Shopping was probably absent due to the covid-19 restrictions. Resting was not explicitly mentioned as an activity. However, it was in all probability present as the experience dimension ‘peacefulness’ was mentioned.

4.2.2 Experience dimensions

Visitors had a wide variety of experiences in Scheveningen. Packer et al. (2018) distinguishes between fifteen dimensions of visitors’ experiences. Visitors experienced multiple dimensions and several dimensions should be seen in relation to each other because of two reasons. First, certain dimensions led to other dimensions. For example, participant Scrabble thought about and ‘connected’ with her pleasant family memories of Scheveningen. This made her go back in time to the carefree period where her parents were not yet divorced, which caused her to be relaxed. Second, different dimensions were caused by similar stimuli. For example, Ela considered the sea as ‘nice’ (dimension: excitement) and in elaborating on what that meant, she mentioned three dimensions: “I think it's a beautiful view [aesthetic appreciation], I find it soothing [peacefulness], the sea is beautiful anyway, you feel very insignificant as a human being [reflective engagement]”¹³.

The most common experience dimensions were: ‘excitement’, ‘peacefulness’, ‘connection’, ‘reflective engagement’, and ‘aesthetic appreciation’ as can be seen in table 3 below. No differences have been found between the beach and boulevard visitors. The most common dimensions will be explained throughout this chapter, for an overview per dimension see Appendix A.

¹³ ik vind het een mooi uitzicht, ik vind het rustgevend, ik vind sowieso de zee mooi, je voelt je heel nietig als mens

	Aesthetic appreciation	Autonomy	Compassion	Connection	Excitement	Peacefulness	Privilege	Reflective engagement	Spiritual engagement	Togetherness	Eagerness
Nico											
Dominik											
Magdalena											
Annie											
Guus											
Jan											
Geiteke											
Mark											
Peter											
Scrabble											
Else											
Souf											
Ela											
Dapda											
Total:	5	1	1	6	13	8	2	6	1	1	1

Table 3: Experienced dimensions of the experience per visitor.

Except for one visitor, all visitors experienced excitement, as they mentioned words such as ‘nice’, ‘enjoy’, and ‘I like it’. This finding could be expected since to enjoy was the most mentioned push motivation.

Another common dimension was peacefulness, which was not surprising because relaxation was a common push motivation. Peacefulness includes feeling relaxed, refreshed, and restored (Packer et al., 2018). This dimension was also present in similar studies (Ashbullby et al., 2013; Bell et al., 2015). This dimension was experienced because of eight reasons. (1) Sense of place, in particular positive family memories as described at the beginning of 4.2.2. (2) The relaxed atmosphere in Scheveningen. (3) Scheveningen was a bit new to Ela, which provided her with a kind of vacation-feeling. (4) The sea provided Magdalena comfort as she realized that ‘life goes on’. (5) The activities walking or ‘uitwaaien’. The only three visitors that did not experience peacefulness did not walk (a considerable distance). This combination of walking and coming to peace is closely related to ‘uitwaaien’. (6) Observing the sea and the

horizon according to Annie, Ela and Mark. (7) Hearing the sea according to Peter, Magdalena and Mark. (8) Inhaling the air of the sea according to Annie and Magdalena.

Visitors found it difficult to describe the last three processes. The lack of explanation may be due to the fact that such a process, what is called organism in the theoretical framework, can be unconsciously (Gretzel & Fesenmaier, 2010). Similar research also lacks an explanation of what these three processes exactly include (Ashbullby et al., 2013; Bell et al., 2015). Several different explanations of academics in the media can be found on how observing the sea (Gherini, 2017; Nichols, 2014), hearing the sea (Gherini, 2017; Gregoire, 2017; Heiser, 2017), or inhaling sea air (Asselman et al., 2019; de Meer et al., 2010) is healthy and leads to relaxation. However, as far as the researcher knows, these are not established scientific facts. Nonetheless, they could result in peacefulness since there also exists a small placebo effect, because people could believe that observing, observing and smelling the sea air are healthy to them (Heiser, 2017).

Another common dimension was connection, as several visitors were nostalgic and connected with past family memories that they have had in Scheveningen. Some visitors had a ‘sense of place’. Similarly to Valls (et al., 2018), a destination had different meanings for each visitor. Connection was present among visitors who often visited Scheveningen and those who did not. For example, for Nico Scheveningen felt a bit as ‘home’, since her grandparents lived there, and observing the sea and beach reminded Dapda and Jan of their youth back in their home country.

Reflective engagement was perhaps the most dominant dimension for two participants as they were deep in thought during their entire visit. These two visitors visited as they were motivated to reflect. The (huge) sea, that keeps moving all the time, gave several visitors the possibility to reflect and put their live into perspective. Magdalena thought about her passed partner with whom she often walked in Scheveningen. Putting life in perspective provided her with a sense of comfort (peacefulness):

it [the sea] always goes on, it never ends (interviewer: yes) .. and that compared to our human existence, which is, yeah, very finite (...) I also think of my husband at home but here it is uh .. more comforting because we walked here together.¹⁴

¹⁴ het [de zee] gaat altijd door, het houdt nooit op (A: ja) .. en dat afgezet tegen ons menselijke bestaan, dat toch, ja, heel eindig is (...) ik denk ook thuis aan mijn man maar hier is het uh .. troostender omdat we samen hier ook wel liepen.

The overwhelming size of the sea also gave visitors the idea that there was something bigger, which made their lives feel small. This is in line with visitors' experiences at England's coast (Bell et al., 2015). This relationship between reflecting and comfort strengthens the idea that experience dimensions influence each other. The presence of the dimensions peacefulness, reflecting, and connection validate the therapeutic potential of coastal experiences as discussed by Bell et al. (2015).

The aesthetics that were appreciated were mostly the view of the waves and the sea in general, the scent of the sea, the sounds of the sea/waves, and the feeling of the wind blowing through your hair. The five visitors that mentioned aesthetic appreciation were all pulled by the possibility to sense the sea. These visitors engaged and were immersed by the climatic stimuli and the sea. Similar to Ashbullby et al. (2013), the aesthetics were also considered enjoyable. The other three mentioned dimensions that were similar to coastal literature are as follows: (1) 'autonomy' (Ashbullby et al., 2013) as observing the horizon provided Annie a sense of freedom, (2) 'spiritual engagement' (Munien et al., 2019) as Else communicated with God, (3) 'togetherness' (Ashbullby et al., 2013) as Dapda felt that families around the world are the same because they are playing with each other when visiting a beach. Two other mentioned dimensions that have not been found in the consulted literature are: 'compassion' because Else thought about the surfers in Schevningen that died last year, and 'privilege' since Annie was proud on the Dutch beaches and Else felt thankful.

Five dimensions of Packer et al. (2018) were not present and were also rarely related to any of the previous mentioned push or pull motivations in chapter 4.1. The absence of (1) 'attention' and (2) 'tension' could be caused by the sense of peacefulness as, similarly to the push motivations relaxation, many visitors felt relaxed. (3) 'Fascination' could be absent because all visitors have visited Scheveningen before and first-time visitors are more likely to experience fascination (Packer et al., 2018). (4) 'Personal growth' could be expected as some visitors were reflective and could achieve self-discovery, but this was not mentioned. (5) Items that Packer et al. included to measure 'physical activity' were not explicitly mentioned but the presence of this dimension was present as several visitors walked considerable distances.

A new dimension to Packer et al. (2018) their checklist to capture visitor experiences was 'eagerness'. Guus was eager to go back to pre-covid times. He criticized many covid-19 restrictions and did not understand why certain facilities were closed, such as the ferris wheel, as other facilities that were riskier for spreading covid-19 were still open, such as the 'tourist train' that runs along the boulevard.

4.2.3 Satisfaction

In total, 22 (dis)satisfaction-impacting attributes were mentioned in visitors' journeys. The attributes were quite specific, while these are often more abstract in the literature. A majority of the attributes are covered in coastal tourism literature. For instance, Zadel et al. (2018) consider 'parking lots', while visitors mentioned parking close to the boulevard and free parking. Fifteen attributes related to the beach and/or boulevard, four to transport to the beach and/or boulevard, and three to a previous experience in the visitor's journey that did not take place in the badplaats. No differences have been identified between beachgoers and boulevard visitors. An explanation for this could be that almost all the 22 mentioned attributes, except for the facility-related attributes and beach width, could be present on both the boulevard and the beach. The most mentioned attributes are related to accessibility and the weather as can be seen in table 4.

Attribute		Kano category
Accessibility		
1.	The detours and interruptions in the road in Scheveningen	Must-be
2.	The ability to park close to the boulevard	Attractive
3.	The ability to park for free at the harbor in the low season	One-dimensional
4.	The many buildings and a lack of instructions which makes finding the beach when leaving the bus at bus stop Kurhausweg difficult	Must-be
5.	The presence of signage for cycling (dunes)	Attractive
6.	The bikeability of the bike lane (dunes)	One-dimensional
Weather		
7.	The presence of the shining sun	Attractive
8.	The wildness of the sea and wind	One-dimensional
9.	The (cold) weather	One-dimensional
10.	The warmth	Attractive
View		
11.	The view of the sea from the boulevard	One-dimensional
12.	The view from the pier	Attractive
Sphere		
13.	The neglected appearance because of the many closed facilities	One-dimensional
14.	The poorly maintained and messy appearance	One-dimensional
15.	The presence of loud party-like music of the facilities	Must-be
16.	The number of people on the boulevard	Indifferent

Facilities		
17.	That it is not possible to eat and drink indoors and warm up	Must-be
18.	The quality of the fried fish (local cuisine)	One-dimensional
19.	The possibility to pay by debit card at the carousel	Attractive
Trash		
20.	The absence of trash in nature (dunes)	One-dimensional
21.	The absence of trash cans on the beach	Attractive
Beach width		
22.	The beach width	Attractive

Table 4: List of all (dis)satisfaction-impacting attributes.

Six attributes related to accessibility, of which four were present at the badplaats and two at the nearby dunes. These related to car accessibility, parking, signage to the beach, and the quality of the bike lane and signage for cyclists in the dunes between Scheveningen and Katwijk. The literature implies that car accessibility, parking, infrastructure, and signage are one-dimensional attributes (Andriotis et al., 2008; Carvache-Franco et al., 2018b, 2019a; Roca & Villares, 2008; Vaz et al., 2009; Zadel et al., 2018). This is in line with the interview data because the attributes were judged both in terms of satisfaction and dissatisfaction, and were identified as attractive, must-be and one-dimensional. In particular detours and interruptions, and the price of parking are new additions to the coastal tourism literature.

Regarding the weather conditions, the presence of the sun was seen as attractive attribute by four visitors and the warmth by one visitor. This finding contrasts Alegre and Garau's (2011) research in the summer that defined the weather, in general, as a one-dimensional attribute. An explanation could be that expectations relate to satisfaction (Pizam et al., 2016). The visitors did not expect sunshine and warm weather and were therefore pleasantly surprised and satisfied when it was present, but they would not be dissatisfied with cold, cloudy weather. In addition, the wind in combination with the wildness of the sea was considered as a one-dimensional attribute by one visitor. This indicated that the weather should not be approached in isolation since the weather affects the waves and consequently the scenery. This combination is also supported by the literature (Jacobsen et al., 2011). The view from the boulevard and from the pier were regarded as one-dimensional and attractive attributes. The view was closely related to the scenery, and, similarly to the literature, no conclusive statement can be made regarding to what kano category this attribute belongs to.

Four other attributes were also covered in the literature. (1) Crowding was by one visitor regarded as an indifferent attribute, which is in contrast to the literature which states that it impacts satisfaction (Roca & Villares, 2008). Crowding could be an indifferent attribute for some, and the absence of crowding could be a must-be attribute for others since certain visitors were pulled by quietness and do not revisit Scheveningen when there are many people present. (2) Beach width was similarly to the literature regarded as an attractive attribute (Andriotis et al. 2008; Roca & Villares, 2008). (3) The quality of the fried fish of Simonis, which is local cuisine, was considered as a one-dimensional attribute which is in line with the literature where quality of food is probably an attractive attribute (Andriotis et al. 2008; Carvache-Franco et al., 2018b; Zadel et al., 2018), and local cuisine a one-dimensional attribute (Alegre & Garau, 2011). (4) Trash cans on the beach could be an attractive attribute. Although the literature indicates that litter bins impact satisfaction, the kano category cannot be retrieved as only the mean score is provided (Roca & Villares, 2008).

Four other new and specific attributes have been retrieved. (1) Physical appearance and sphere led to dissatisfaction. It could be argued if these are ‘new’ attributes because Barreira and Cesário (2018) cover the vague satisfaction-impacting items ‘urban design’ and ‘urban planning’. Nico was dissatisfied about the many closed facilities (which were forced by covid-19 restrictions) which made Scheveningen look like a ghost town. Souf was dissatisfied about the poorly maintained and messy appearance of the built environment, which was not related to covid-19 per definition. Although this item is new to the international literature, cleaning and maintenance of the built environment were already mentioned as points for improvement by some visitors in BRO (2006). (2) One visitor considered the absence of loud party-like music as must-be attribute. Nico experienced dissatisfaction as such music did not fit the quiet atmosphere with so few people present during the covid pandemic. Although not completely similar, that noise can lead to disturbance is well-known (Marin et al., 2009; Vaz et al., 2009), also in Scheveningen in the low season (BOOG, 2009). It may, however, also result in satisfaction (Barreira & Cesário, 2018). (3) The fact that it was not allowed to warm up indoors while eating or drinking led to dissatisfaction. Although Scrabble did not expect the facilities to be open, she experienced dissatisfaction, validating the statement in the theoretical framework that Oliver’s (1980) expectancy disconfirmation theory can be criticized as expectations were not the only factor causing (dis)satisfaction. (4) The possibility to pay by debit card at small facilities, in this case a carousel, was regarded as an attractive attribute.

Common (dis)satisfaction-impacting attributes in the literature that were not mentioned are: the quality of accommodation (Andriotis et al., 2008), cleanliness and hygiene (Zadel et al., 2018), safety and security (Barreira & Cesário, 2018), tranquility (Alegre & Garau, 2011), and price level (Andriotis et al., 2008). The discussed attributes differed slightly from pull motivations for three reasons. First, the attributes were more specific than the pull motivations (in the literature). Second, pull motivations often related to a larger overarching theme, such as accessibility. (Dis)satisfaction-impacting attributes, such as detours and interruptions in the road, were not pull motivations by itself, but could impact this pull motivation. Third, attributes related to pull motivations that the visitor did not mention or of which the visitor was unaware. For example, Guus was satisfied by the possibility to pay by debit card at the carousel, but this was no pull motivation.

4.2.4 Importance-satisfaction model

As discussed in chapter 2.4, attributes were located in an importance-satisfaction model, see table 5 below, in order to prioritize (dis)satisfaction-impacting attributes with the purpose to increase overall satisfaction (Matzler et al., 2004; Yuksel & Yuksel, 2001b). However, certain attributes are ‘indirect’ meaning that a stakeholder, in this case the local government, is not able to influence these particular attributes, as listed in Appendix D. The most relevant direct attributes that should be considered to improve satisfaction are the neglected and messy sphere (attribute 13 & 14), minimizing detours and interruptions in the road (attribute 1), and making it easier to find the beach from the bus stop Kurhausweg (attribute 4).

Very important	14O			6O	
Somewhat important		17M		11O	20O, 22A
Average	4M	1M, 13O	10A	2A, 3O, 8O, 9O	
Somewhat unimportant			21A	7A, 18O	5A, 19A
Very unimportant		15M	16I	12A	
	Very dissatisfied	Somewhat dissatisfied	Average	Somewhat satisfied	Very satisfied

Table 5: The I-S model is based on the employed 5-point Likert scale and on Chang et al. (2012). Each attribute was abbreviated by its number in table 4. A=attractive, M=must-be, O=one-dimensional, I=indifferent.

4.3 Postvisit: revisit and recommendation

4.3.1 Revisiting

All participants indicated that they would revisit Scheveningen. Even the visitor who noted a low score on intention to recommend, will probably revisit as he has always visited Scheveningen together with travel companions that wanted to. As mentioned in the literature (Ashbullby et al., 2013; Cervantes, 2008), there was a group of nine visitors who return to Scheveningen in all seasons, and five visitors who return in all seasons, except in the high season due to crowds and/or warm weather. The three visitors that were intending to revisit and regularly bring (foreign) friends along them, indicated a '10' for the intention to recommend.

4.3.2 Recommending

The average intention to recommend Scheveningen was 8.3 on a scale of 1-10. This scale was chosen to relate the findings to the 'Netto Promoter Score' (NPS) which is used by the Municipality of The Hague (Blauw Research, 2018). The NPS distinguishes visitors in 'detractor' (0-6), 'passively satisfied' (7-8), or 'promotor' (9-10). This thesis includes one detractor, five passively satisfied, and eight promoters. These results are quite high scores in comparison to previous research on visitors of Scheveningen (Blauw Research, 2018). Visitors of mainly the beach record a somewhat higher score (average: 9.0) than the six visitors of mainly the boulevard (average: 7,3). The eight visitors that visited Scheveningen more than five times a year, recorded a higher score (average: 9.4) than other visitors (average: 6.8). The NPS scores were however not all-encompassing, because five visitors elaborated that their intention to recommend depends on the person's interest's, distance to Scheveningen, weather, and if that particular person has visited Scheveningen previously:

Well it is like, of course I make it conditional to uh ... to the preferences of that person (interviewer: alright). So for instance I wouldn't recommend it to people who like mountains, but if some wants to see a seaside I would recommend this. (Dominik)

The intention to recommend is generally related to overall satisfaction with a visit (Alegre & Cladera, 2006). This suggest that in particular the beachgoers and visitors that visited Scheveningen regularly, were the most satisfied with their visit(s). This does not necessarily mean that the assessed visit was satisfying, as the intention to recommend and the content of the recommendation was also influenced by previous visits. For example, the only visitor that did not experience the dimension excitement during the visit would probably recommend and revisit post-covid as he was quite positive about his previous (pre-covid) visits to Scheveningen.

Chapter 5: Conclusion

The objective of this study is to gain insights into visitors' motivations, experiences and points of (dis)satisfaction in the low season in Scheveningen. In order to answer the main research question, the two sub-research questions are discussed first.

5.1 Sub-question 1: motivations

How do the motivations of visitors from outside The Hague differ between the locations of badplaats boulevard and badplaats beach in the low season of Scheveningen? Motivations are discussed by making a distinction between motivations which push a visitor to leave home and motivations which pull a visitor to a specific destination. The most mentioned push motivations were: to enjoy (mentioned by 8 visitors), to relax and/or escape (5), because travel companions wanted to (4), to visit friends and family (3), to acquire new experiences (3), to reflect (3), and to 'uitwaai' (3). 'Uitwaaien', a Dutch term that partly overlaps with relaxation and reflection, involves coming to peace and/or reflecting when experiencing the (harsh) winds. Most of these push motivations applied to both beach and boulevard visitors. Only beachgoers were pushed by a need to 'uitwaai', relax and escape daily life. Most of the aforementioned push motivations were similar to the literature. To enjoy the sea was a specific motivation that is hardly mentioned in the literature, as the literature often relates to enjoy to the appeal of sunshine and beaches. The act of traveling because travel companions wanted to, is also new; researchers mistakenly assume that visitors always have an individual motive. Common (expected) push motivations in the literature that were absent in the interviews include travel to experience a new culture, to shop, and to socialize with people you do not know.

The most common pull motivations were accessibility and proximity, as well as the North sea and beach (both mentioned by 7 visitors). The latter only applied to beachgoers and one boulevard visitor that wanted to enter the beach but could not due to a physical handicap. In addition, only two beachgoers were pulled by quietness. Most of the pull motivations are similar to those reviewed in the literature. Newly discovered pull motivations were: a partner that wanted to visit Scheveningen, knowing how long a specific hike is, and the Kurhaus as it is an easy gathering place. Common pull motivations in the literature that were not mentioned include quality and cleanliness of sea water and beach sand, cultural history, shopping facilities, and safety and security. All in all, sea-related motivations were the most common. Boulevard visitors were generally less pushed and pulled by a desire to sense the sea or beach. And if they desired to, they often mentioned enjoying the view of the sea as a motivation, while many beachgoers also mentioned smelling and listening to the sounds of the sea.

5.2 Sub-question 2: experience and satisfaction

What aspects of the experience along the visitor journey of visitors from outside of The Hague satisfies and dissatisfies them when visiting Scheveningen badplaats boulevard or badplaats beach in the low season? The visitor's journey of the beach and boulevard visitors were largely similar as both observed the scenery and/or sea (mentioned by 9 visitors) and walked (9). Whereas generally observing the scenery is common in the reviewed literature, observing the sea specifically is rarely regarded as an activity. Smelling the sea (air) (5) and listening to the sea (3) are new to the literature and were only mentioned by beachgoers and one boulevard visitor who desired to enter the beach but could not. 'Uitwaaien' (3) was solely mentioned by beachgoers as well. Common (expected) activities in the literature that were absent include shopping and beach sports. Although beach and boulevard visitors participated in slightly different activities, the most common dimensions applied to both and were: excitement (13), peacefulness (8), connection (6), reflective engagement (6), and aesthetic appreciation (5). Attributes that led to (dis)satisfaction were more specific than attributes in the literature. These attributes related to accessibility (6), weather (4), sphere (4), view (2), facilities (3), trash (2), and beach width (1). No differences have been identified between beach and boulevard visitors. Common (dis)satisfaction-impacting attributes in the literature that were not mentioned include: cleanliness and hygiene, tranquility, and price level.

5.3 Main question

What are the similarities and differences in terms of visitors' motivations, experiences and (dis)satisfaction between the locations of badplaats boulevard and badplaats beach in the low season of Scheveningen? Many motivations, activities, experience dimensions, and a variety of (dis)satisfaction-impacting attributes that were nearly all mentioned once, have been retrieved. (To enjoy) the sea is a major push and pull motivation, particularly for beachgoers. Many push and pull motivations applied to both beach and boulevard visitors, such as friends and family-related motivations. No (clear) distinctions have been found regarding experience dimensions and satisfaction between beach and boulevard visitors, despite the fact that both groups participated in slightly different activities. A large share of beach and boulevard visitors hiked and observed the scenery as well as the sea, but many beachgoers also smelled the scent and listened to the sounds of the sea. All in all, there are few, but not many, differences in visitors' motivations, experiences and (dis)satisfaction between the beach and boulevard. This indicates that the beach and boulevard could offer quite similar visitors' journeys during the covid pandemic during the low season.

Chapter 6: Discussion

6.1 Discussion of the results

Overall, a large majority of the results are similar to the literature. This could be expected because of three reasons. First, the interview guide is deductive. Second, semi-structured interviews have been used. Third, the literature was collected before and after coding the interview data to strengthen the interpretation of unexpected data. The many similarities between this study and the consulted literature indicates that visitors' journeys in Scheveningen were similar on many aspects to journeys in other coastal destinations worldwide. Some new data that was not present in the consulted literature has been retrieved, probably because of the academic gaps regarding coastal visitors' motivations, experiences and the kano model of (dis)satisfaction-impacting attributes in Scheveningen specifically. Furthermore, data collection halted after a certain point due to time constraints, meaning that it is possible the 'new' data has been discussed in literature was not studied by the researcher.

Certain visitors' motivations, experiences, and (dis)satisfaction-impacting attributes that could have been expected were missing. This could probably be explained by the following reasons. Firstly, due to methodological choices to collect data during an Easter weekend (holiday period) and the weather conditions during data collection (cold and mostly cloudy). These could perhaps explain the lack of work-related motivations to visit Scheveningen and activities such as sunbathing. Second, due to the covid-19 restrictions which forced facilities to close, and discouraged meeting people and traveling large distances which presumably led to no first-time visitors in the sample as those most likely live further from Scheveningen. This could perhaps explain the absence certain data including the motivation to visit Scheveningen because of the nightlife facilities, to meet new people, to shop, the experience dimensions 'togetherness' and 'fascination', and the (dis)satisfaction-impacting attribute friendliness of locals. Third, due to the specific characteristics of the studied destination, such as that Scheveningen is not known for being inexpensive. Because of this, certain data was probably absent, including the pull motivation of affordable price.

Regarding satisfaction, only 22 different attributes that led to (dis)satisfaction were mentioned. The researcher expected a higher number as (coastal tourism) literature has identified many (dis)satisfaction-impacting attributes. This low number can probably be explained by five factors. First, one participant was hesitated to continue to mention attributes that caused dissatisfaction as she had the idea that it made her look like a (chronic) complainer. Several participants refer to elaborating on what causes dissatisfaction as 'complaining', while

dissatisfaction does not necessarily result in complaining (Kowalski, 2002). A downside of complaining is that people may reject a complainer as they are tired of listening to complains (Kowalski, 2002). Second, some visitors were hesitant to complain as it does not resolve anything since the attributes, such as the covid-19 restrictions, are outside their influential realm. This is similar to Gursoy et al. (2007) who state that believing that nothing will be done even if a person complains is a reason to withhold a complain. Third, participants were asked about attributes that led to (dis)satisfaction during their journey, however, these journeys constituted of few touchpoints due to the covid-19 restrictions. The consequence of the employed methodological combination of the visitor journey concept and the Kano model is discussed in detail in chapter 6.2. Fourth, the sample included only repeat visitors, and these visitors know because of their previous visit what they can expect and what they can undertake in order to prevent dissatisfaction. Fifth, one participant did not complain in general, and thus named no dissatisfaction-impacting attribute.

6.1.1 Research contributions

This thesis has validated that certain visitors' motivations, experiences and (dis)satisfaction in the literature apply to visitors journeys in Scheveningen, has not been found in Scheveningen or is new to the literature. For an overview of what is validated from the literature, not validated, and new, see figure 10: code tree in chapter 3.6. Consult for descriptions of the categories Appendix A: Codebook.

Four findings should be integrated in future coastal tourism motivation-related literature. First, Prebensen et al. (2010) their framework should only be employed if additional motivations are included. The interview data and literature review meets the academic need to reflect on their framework. The push motivations in Prebensen et al. (2010) their framework are validated in many coastal destinations, including Scheveningen, but the framework neglects frequent push motivations in Scheveningen and other coastal destinations such as family and friends related motivations. Second, the new push and pull motivation of traveling to a (specific) coastal destination as travel companions wants to, should be integrated in future coastal motivation-related literature. Third, 'uitwaaien' it is not covered in the international literature, but it should be as it is a common push motivation and experienced activity in this thesis and other Dutch (coastal) areas (NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018). It seems plausible that 'uitwaaien' is a common push motivation and activity in other coastal destinations as well, since related terms appear in the literature (Bell et al., 2015). An explanation could be that there is no similar term in English for this phenomenon (Fleerackers,

2019). Scholars are encouraged to come up with a new term that covers 'uitwaaien', such as 'outblowing' since it probably encapsulates more accurately visitors' motivations and experiences. (4) The sea should be integrated as item in future coastal motivation-related research, and 'sun and sand destinations' (Carvache-Franco et al., 2018a) should be renamed to 'sea, sun and sand destination' (Güzel et al., 2020). This is needed as enjoyment in Scheveningen was predominantly based on sensing the sea in Scheveningen, instead of merely the beach and sun on which most literature is often focused.

This thesis adds the following four points to the experience-related coastal literature and as a response to the academic need of Munien et al. (2019) to compare visitors' experiences in different contexts. First, aside from observing the sea, smelling the scent of the sea and listening to the sea should also be considered as activities by academics and destination managers as visitors do this with attention. Second, the findings also indicate that the therapeutic potential of coastal destinations is not only limited to South-west England (Bell et al., 2015), as several visitors experienced peacefulness and reflective engagement, and few feel better after visiting Scheveningen. Third, perhaps the most influential factor on visitors' experience in Scheveningen is the weather condition as it facilitates certain activities, such as sunbathing, and impacts the number of visitors, which impacts the possibility to experience certain dimensions, such as peacefulness. Fourth, the experiences of boulevard and beach visitors are quite similar. This may be explained by the fact that almost half of the participants (indicated that they would) walk (a considerable distance) on both the beach and the boulevard during their visit.

Regarding the academic gap of Prebensen et al. (2010) to investigate the relation between a visitor's journey, satisfaction and WOM, the visitor's journey and satisfaction during that specific journey does not explain the intention to WOM in itself, as the intention is based on previous (pre-covid) visits. This implies that future research should integrate a question about prior visits when analyzing visitors' intention to WOM.

This thesis adds to the satisfaction-related literature and meets the academic need of Pandey et al. (2020) by validating existing attributes, adding specific and new (dis)satisfaction-impacting attributes and categorizing them with the Kano model. Validated, novel and more specific (dis)satisfaction-impacting attributes, such as physical appearance or sphere and the possibility to pay by debit card, could be integrated in future research regarding coastal tourism satisfaction to better capture what impacts overall satisfaction. In addition, scholars should include specific attributes that may differ from coastal tourism motivations when measuring satisfaction (for a good example see Carvache-Franco et al., 2019a) or include an open-ended

question (e.g. NBTC Intell & Insights, 2020), since attributes that cause (dis)satisfaction are specific, and not always related to the push and pull motivations. Specification is important to sustain construct validity because items in existing literature (e.g. Roca & Villares, 2008) are sometimes too vague, such as the item ‘waves’, that it is unclear if this refers to the scenery in which a participant considered ‘the more waves the better’, or to the absence of (large) waves for safety reasons (Vaz et al., 2009).

From a methodological point of view, letting participants feel free to mention attributes that led to (dis)satisfaction, and explicitly mentioning that this could be about attributes outside their and someone’s influence is important for future researchers that want to retrieve information in an open-ended form on (dis)satisfaction-impacting attributes.

Although not the primary aim, this thesis also contributes by indicating how the covid-19 pandemic and subsequent measurements have altered some visitors’ journey. Due to the restrictions, two visitors had discovered Scheveningen because old habits were not possible since leisure facilities were closed and travel was discouraged. Three visitors expressed a bigger need to be outdoors or take a walk on the beach as they are more often indoors due to the pandemic. Several activities that visitors desired, such as dining at a restaurant or entering the ferris wheel, were simply not possible, resulting in a visitor journey with probably fewer touchpoints. Three dissatisfying attributes were related to covid-19, including the ‘neglected appearance’ of Scheveningen because of the many closed facilities. Furthermore, the novel dimension ‘eagerness’, which referred the desire to return to a pre-covid situation, contributes to Packer et al. (2018) their model about visitors’ experiences.

6.2 Transferability of the results

Four limitations of the methodology should be taken into account when transferring the results to other cases because they may limit transferability. The data collection took place during the covid-19 pandemic, which presumably reduces the transferability to post-covid situations. The covid-19 restrictions altered visitors’ motivations, experiences, and (dis)satisfaction in the sample in several ways. It also made some probably absent as elaborated in 6.1. In addition, the sample includes few groups due to the methodological choice to approach individuals, as well as the pandemic, which discouraged meeting (groups of) people. This research was also unable to collect data during the sunset due to the curfew. The results are therefore less applicable to (groups of) visitors (during the nightfall and night) in Scheveningen post-covid.

One limitation of the results is that they apply to the circumstances that were present during the data collection. During the data collection it was relatively cold weather (6-9 °C), quite windy (8-10 m/s), alternately sunny and cloudy, and there was no rain. Due to technical limitations of the audio recording device, no data was collected during rainy or very windy conditions. As a result, the research scope was limited because it can be expected that certain motivations, experiences and (dis)satisfaction points that would be present during such weather are excluded. The findings are therefore less applicable to very windy and rainy coastal destinations, harming the transferability.

The sample size (n=14) limits the transferability because the importance of the (dis)satisfaction-impacting attributes, the kano category, and its score on (dis)satisfaction is based on a small sample size. The position in the importance-satisfaction model may differ when involving a larger sample size as visitors may categorize an attribute differently (Chang et al., 2012).

A strength and limitation of the employed methodological combination of the visitor journey concept and the Kano model, is that information during other visits in Scheveningen is excluded. The visitor journey concept is focused on the specific experience during data collection, while the Kano model potentially could take multiple experiences into account (Alegre & Garau, 2011). The retrieved information is limited to the single specific experience due to centralizing the visitor journey concept. This strengthened the interpretation of the (dis)satisfaction-impacting attributes because the experience was approached holistically, and influential and explanatory contextual factors such as motivations were taken into account. In addition, the sequence of the (dis)satisfaction-impacting attributes in a visit became clear, which strengthens the interpretation on when certain (dis)satisfaction occurs, an aspect which usually lacks in research with the Kano model. However, the research's transferability is limited as there could have been more elements that led to (dis)satisfaction during other visits in Scheveningen in the low season. Moreover, (dis)satisfaction-impacting attributes that did not cause (dis)satisfaction during the single assessed experience were rarely included but may lead to (dis)satisfaction in other experiences in a dynamic environment; these include, fulfilled must-be attributes, indifferent, not fulfilled attractive attributes, and one-dimensional attributes that did not led to (dis)satisfaction. For instance, fog was not mentioned, but could be of major influence as the observing the sea or scenery is a common activity in Scheveningen and across coastal destinations in general (Alegre & Garau, 2011; Jacobsen et al., 2011). The fact that fog was not mentioned despite the understanding that visitors may dislike it (Jacobsen et al., 2011)

could be a consequence of the focus on the visitors' journey, as there was no fog during that particular experience. Excluding these matters make the results more specific for the circumstances during data collection (e.g. during the covid pandemic, dry weather, Easter), but limits the transferability to other circumstances (e.g. post-covid, rainy weather, no holiday).

Chapter 7: Recommendations

7.1 Societal recommendations

It is recommended to use the insights from this thesis in decision-making processes to improve attracting repeat visitors. Repeating visitors are particularly interesting for destinations with seasonality-related issues as they provide a stable source of income, and as it costs generally less resources to retain visitors instead of attracting new visitors (Alegre & Cladera, 2006; Cossío-Silva et al., 2019; Hasan et al., 2019; Pizam et al., 2016).

7.1.1 Increase overall satisfaction

Overall satisfaction should be increased to reduce seasonality as it increases the intention to recommend and revisit. The importance-satisfaction model in 4.2.4 illustrate what attributes deserve priority in Scheveningen to increase overall satisfaction. These insights should be used in decision-making processes to ensure efficient allocation of resources. More than half of the attributes cannot be managed by the local government as it concerns matters that are (for a large part) outside their influential domain. These attributes, such as the weather, should therefore not be incorporated in such a strategy by the local government. The attributes on which the local government should focus are preventing dissatisfaction by improving the (neglected and messy) sphere, minimizing detours and interruptions on the road, and making it easier to locate the beach from the bus stop Kurhausweg. Accessibility was also a common and important pull motivation for visitors. In addition, the quality of the bike line and absence of trash in the dunes, free car parking and parking close to the beach at the harbor should be closely maintained. When resources are in abundance, the local government may consider placing trash cans on the beach and retaining good signage for cyclists in the dunes.

7.1.2 Use insights for marketing input

As elaborated in the theoretical framework, WOM is sought by potential visitors that consider a destination. WOM is a credible, reliable source with a higher trustworthiness than advertising. The best marketing strategy is therefore to stimulate WOM. Local governments should stimulate WOM by organizing events such as an ‘amateur photographer of the year contest’ or ‘story of the month’ and/or provide (economic) incentives for people that engage in positive (e)WOM.

The insights into visitors’ push and pull motivations provide input for marketing content. Destination marketing organization, or destination management organizations of (cold) coastal destinations should advertise more effectively by referring to the push motivations to

enjoy, to relax, to escape, to reflect and to ‘uitwaai’, and the pull motivations accessibility and the sea. Regarding the latter, coastal destination marketing organizations could consider researching and providing information on how observing the horizon, smelling the scent of the sea and inhaling sea air is healthy and relaxing, since it perhaps is, and since there could be a positive placebo effect of people that hold this belief. Sensory content is also advisable (Gretzel & Fesenmaier, 2010; Güzel et al., 2020; Ponsignon et al., 2020). Furthermore, marketing could be adapted to a particular type of visitor (Dodds & Holmes, 2019), which is possible after recommendation 7.2.3 is carried out.

7.1.3 Other ways to reduce seasonality

The two previous recommendations are based on empirical data but are not the only solutions to reduce seasonality. Common strategies in the literature that could be implemented by local governments are: organizing events, pricing strategies, and market diversification which could be suitable for Scheveningen specifically as the visitors’ journeys include few touchpoints (Cannas, 2012; Figini & Vici, 2012; Kozak & Rimmington, 2000; Senbeto & Hon, 2019). In addition, local governments could execute research regarding tourism expenditures come to insights that can be implemented to solve economic seasonality-related issues such as unemployment in the low season (Municipality of The Hague, 2019). Macro-economic perspective research should be considered as it provide insights into how much money is spend by visitors, in which areas most spending takes place, and it could also analyze visitors to ascertain which type of visitor yields most economic impact (e.g. Mayer et al., 2010), which could contribute to concretizing the target group of local policy (e.g. Municipality of The Hague, 2019). In addition, research that tourism spending follows is suggested because a limitation of macro-economic research is that it remains unclear exactly how spending stays in the area and how tourism contributes (financially) to a community, which can be a specific policy aim (e.g. Municipality of The Hague, 2019).

7.2 Recommendations for future research

7.2.1 Similar research in different circumstances

Similar future research is suggested to be executed in different circumstances. The results of this particular research are limited to visitors’ motivations, experiences, and points that result in (dis)satisfaction during the covid pandemic. It seems plausible that these would be different post-covid as elaborated in the previous chapter. Future research on visitors’ motivations, experiences and points of (dis)satisfaction in Scheveningen is therefore still relevant for academic and societal purposes. Specifically, research that includes groups of

people during rainy and high wind conditions, and during the late evening and night, is suggested as this study's transferability is limited on these aspects.

7.2.2 Execute quantitative research to make valid statements regarding the most important attributes

As mentioned in the literature review, overall satisfaction relates positively to WOM and revisiting (Güzel et al., 2020), but satisfaction with certain attributes does not necessarily cause WOM and revisiting (Kozak & Rimmington, 2000). To make better informed decisions about the use of resources when aspiring to increase overall satisfaction, it is advised to not only investigate what satisfaction-related attributes carry the most impact on overall satisfaction, but also which attributes impact revisiting and WOM. In line with Hasan et al. (2019) it is recommended to conduct further research in a coastal tourism context to provide insights into the relationship between satisfaction and behavioral aspects such as revisiting and performing WOM. Moreover, such future research with a larger sample size is required in order to make more valid statements about the importance, the degree of (dis)satisfaction and the kano category of the (dis)satisfaction-impacting attributes. Consequently, the position of attributes in the importance-satisfaction model should be recalibrated through regression techniques to make more valid statement on what items a coastal destination should focus when aiming to enhance overall satisfaction (Matzler et al., 2004).

7.2.3 Execute large-scale research to segment visitors

Quantitative research with a large sample size which executes a cluster analysis (e.g. Ekonomou et al., 2014) is required to gain a deeper understanding of what type of visitors visit a coastal destination and how they differ. This is useful when attempting to reduce seasonality because (seasonal) revisiting behavior differs per coastal visitor segment (Cisneros-Martínez & Fernández-Morales, 2015).

7.2.4 Visitor journey mapping is not the most suitable approach for satisfaction research in dynamic environments

It is recommended to only use visitor journey mapping as a basis for satisfaction research in non-dynamic or controllable environments. This combination is not the most appropriate instrument for studies in dynamic (coastal) tourism destinations because they include everchanging factors such as weather conditions, meaning that (dis)satisfaction-impacting attributes that did not cause (dis)satisfaction during the single assessed visitor journey are probably excluded, while they may cause (dis)satisfaction in other experiences and are thus relevant when aspiring to increase overall satisfaction. It consequently makes the

findings less applicable to other circumstances in a similar environment. However, it is likely to be a useful combination in static environment or environments where the stimuli can be managed to a high degree, such as an internet website or inside facilities, because the combination contributes to holistically investigating satisfaction. For static environments, the visitor journey concept is valuable, as the input for a list of attributes that is assessed in satisfaction research, can be based on what touchpoints and (dis)satisfaction-impacting attributes are present in a visitor's journey.

This methodological recommendation is a new contribution to the literature. Visitor journey mapping and the Kano model are rarely mentioned in relation to each other, but often separately mentioned (e.g. Moura e Sá, 2016). Very few studies combine both concepts. For instance, Labajan and Koomsap (2019) map students' journey in an enrollment process to identify potential failures and uses the Kano model to assess what the effect of a failure would be (e.g. delighted, satisfied, neutral, dissatisfied, frustrated). In research on 'intelligent products' in homes, Wang et al. (2019) use the journey concept to identify potential problems, and the Kano model to prioritize which problems require solving by looking at solving which problems improve satisfaction the most. There are a few tourism-related researchers (e.g. Harrington et al., 2020) that employ the Kano model and mention the visitor journey to put the attributes that are assessed with the Kano model in perspective, but they do not execute (preliminary) visitor journey mapping to identify attributes for satisfaction research. To the researcher's knowledge, no study in the field of tourism has applied visitor journey mapping as a basis for satisfaction research with the Kano model.

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Appendix A: Codebook

This codebook is a supplement of the code tree (figure 10 in chapter 3.6). It is built through both deductive and inductive modes of inquiry; themes and codes are based on the interview data and existing literature (Baxter, 2016).

Theme	Category	Subcategory	Description or examples of codes
Previsit : motivation	Push factor	To be physically active	To sport, to get fit, to practice water sports, to be physically active, to get in shape (Carvache-Franco et al., 2018a, 2020; Cervantes et al., 2008; Güzel et al., 2020; Kozak, 2002; Lucrezi & Van der Walt, 2016; NBTC Intell & Insights, 2020; Prebensen et al., 2010; Rudež et al., 2014; Yoon & Uysal, 2005). To walk (intv 9, 13).
		Sport events/ To watch sport events	Sport events/ To watch sport events (Güzel et al., 2020; Lundtorp, 1999).
		Socialize with people you know/VFR	To visit family and friends (Carvache-Franco et al., 2018a, 2018b, 2019a, 2020; Dodds & Holmes, 2020; Lucrezi & Van der Walt, 2016; Munien et al., 2019; Valls et al., 2018; Yoon & Uysal, 2005; intv 2, 7, 11). Have good time with friends or family (Güzel et al., 2020; Kozak, 2002; Kesgin et al., 2012; Lundtorp, 1999; NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018; Prayag, 2012; Rudež et al., 2014; Saayman & Saayman, 2016; Van der Merwe et al., 2011; Yoon & Uysal, 2005). To strengthen my relationships with my family (Carvache-Franco et al., 2019a; Jacobsen & Dann, 2009; Kesgin et al., 2012).
		Other friends or family related motivations	Visiting places my family came from (Yoon & Uysal, 2005). To remember holidays with my parents (Carvache-Franco et al., 2019a; intv 10).
		Because travel companion(s) want it	Because children and partner want to (intv 5, 11). Because partner want to (intv 7, 12).
		Socialize with people you don't know	To meet new people (Alegre & Garau, 2011; Carvache-Franco et al., 2019a; Güzel et al., 2020; Jacobsen & Dann, 2009; Kesgin et al., 2012; Kozak, 2002; Prayag, 2012; Rudež et al., 2014; Yoon & Uysal, 2005). To meet locals (Carvache-Franco et al., 2018a, 2018b, 2019a, 2020; Güzel et al., 2020; Jacobsen & Dann, 2009; Kozak, 2002).
		To have time for romance	To have time for romance (Güzel et al., 2020; Jacobsen & Dann, 2009; Kesgin et al., 2012).

		To relax	Relaxing (Carvache-Franco et al., 2019b; Cervantes et al., 2008; Güzel et al., 2020; Jacobsen & Dann, 2009; Kozak, 2002; Lucrezi & Van der Walt, 2016; Prayag, 2012; Saayman & Saayman, 2016; Van der Merwe et al., 2011). Relax physically (Kesgin et al., 2012; Rudež et al., 2014). To release tensions (Rudež et al., 2014). My well-being (Lucrezi & Van der Walt, 2016; Saayman & Saayman, 2016; intv 3: to feel better). Relax mentally (Kesgin et al., 2012; intv 8). To get batteries recharged (Rudež et al., 2014; Jacobsen & Dann, 2009; Kozak, 2002; NBTC Intell & Insights, 2020; Prebensen et al., 2010). To rest (Carvache-Franco et al., 2018a, 2018b, 2018b; Güzel et al., 2020; Prayag, 2012). To do nothing (Rudež et al., 2014; Kesgin et al., 2012; Prayag, 2012; Yoon & Uysal, 2005). For a carefree feeling (intv 10).
		To escape	To get away from everyday life (Carvache-Franco et al., 2019a; Güzel et al., 2020; Kesgin et al., 2012; Rudež et al., 2014). To escape from routine/pressure/stress (Carvache-Franco et al., 2019a; Güzel et al., 2020; Jacobsen & Dann, 2009; Prebensen et al., 2010; Kesgin et al., 2012; Lucrezi & Van der Walt, 2016; Prayag, 2012; Saayman & Saayman, 2016; Van der Merwe et al., 2011; Yoon & Uysal, 2005). To get away from home (Kozak, 2002; intv 7).
		To escape and/or relax	To get away from crowds of people (Carvache-Franco et al., 2019a). To avoid interpersonal stress (Carvache-Franco et al., 2019a). To come to peace by escaping the hustle and bustle of the day (intv 4).
		To learn	To learn new things (Güzel et al., 2020; Rudež et al., 2014). To learn about a new place (Kozak, 2002). Educational purpose/learning something new (Figini & Vici, 2012; Munien et al., 2019; Kesgin et al., 2012; Lundtorp, 1999; NBTC Intell & Insights, 2020; Prebensen et al., 2010).
		To get a new experience/new place	To get a new experience/new place (Carvache-Franco et al., 2019a, 2020; Jacobsen & Dann, 2009; Kesgin et al., 2012; Lucrezi & Van der Walt, 2016; Rudež et al., 2014; Saayman & Saayman, 2016; Van der Merwe et al., 2011; intv 4, 13). See things that I normally don't see (Prayag, 2012; intv 2).
		To learn and experience a (new) (different) culture	To experience a new and/or different culture (Carvache-Franco et al., 2019a; Kesgin et al., 2012; NBTC Intell & Insights, 2020; Prebensen et al., 2010; Prayag, 2012; Valls et al., 2018). Experiencing new (local) lifestyle (Carvache-Franco et al., 2020; Prayag, 2012; Güzel et al., 2020; Yoon & Uysal, 2005). To enjoy (new) local cuisine (Carvache-Franco et al., 2018a, 2018b, 2020; Güzel et al., 2020; NBTC Intell & Insights, 2020; Prayag, 2012; Yoon & Uysal, 2005).

			To learn culture (Carvache-Franco et al., 2020; Güzel et al., 2020). To visit historical and cultural sites (Kozak, 2002; Yoon & Uysal, 2005). Cultural reason (Figini & Vici, 2012).
		To learn and experience nature	To be close to nature Carvache-Franco et al., 2019a; Güzel et al., 2020; Kozak, 2002; Lucrezi & Van der Walt, 2016). To gain a better understanding of nature (Carvache-Franco et al., 2019a). For knowing its flora and fauna (Carvache-Franco et al., 2018a, 2018b). To enjoy/experience nature (Carvache-Franco et al., 2020; Jacobsen & Dann, 2009; NBTC Intell & Insights, 2020).
		For the good (sunny and warm) weather	Good /Pleasant weather/climate (Jacobsen & Dann, 2009; Kozak, 2002). Sunshine (Kesgin et al., 2012; NBTC Intell & Insights, 2020). Sunbathing (Prebensen et al., 2010; Valls et al., 2018).
		To 'uitwaai'	Uitwaai (NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018; intv 4, 9, 10).
		To see sights	Sightseeing (Prebensen et al., 2010; Valls et al., 2018; intv 13).
		To reflect	To reflect/contemplate (Carvache-Franco et al., 2019a; Jacobsen & Dann, 2009; Kesgin et al., 2012; intv 3, 8). To gain a new perspective on life (Carvache-Franco et al., 2019a). To see that there is more in the world (intv 7). To think about good times I have had in the past (Carvache-Franco et al., 2019a).
		To discover, be and develop yourself	To understand more about myself (Carvache-Franco et al., 2019a). To discover what I am capable of (Carvache-Franco et al., 2019a; Yoon & Uysal, 2005). To feel self-confident (Carvache-Franco et al., 2019a). To be independent (Carvache-Franco et al., 2019a). Challenge my abilities (Kesgin et al., 2012). To feel free (Yoon & Uysal, 2005). Feeling at home away from home (Yoon & Uysal, 2005). To feel a sense of belonging (Carvache-Franco et al., 2019a).
		To enjoy	To enjoy sun, sand and beach, (Carvache-Franco et al., 2018a, 2018b; Prebensen et al., 2010; Valls et al., 2018). To enjoy sea, sand, and sun (Güzel et al., 2020). To enjoy the beach (intv 14). To enjoy the sea (Valls et al., 2018; intv 3, 6, 7, 13). To enjoy the seaside (Rudež et al., 2014). To enjoy comfort (Rudež et al., 2014). To enjoy tranquillity (Rudež et al., 2014). To party/enjoy nightlife (Güzel et al., 2020; NBTC Intell & Insights, 2020). Enjoy myself (Kesgin et al., 2012). To entertain myself and others (Canavan, 2013). For joy/fun (Carvache-Franco et al., 2019a; Cervantes et al., 2008; Kesgin et al., 2012; Kozak, 2002; Lucrezi & Van der Walt, 2016; Rudež et al., 2014; Yoon & Uysal, 2005). Enjoy being outside (intv 4, 8).

	To find excitement	To seek adventure/ finding thrills and excitement (Güzel et al., 2020; Kesgin et al., 2012; Kozak, 2002; NBTC Intell & Insights, 2020; Yoon & Uysal, 2005).
	To travel brag	To visit a place I can talk about when I go home (Güzel et al., 2020; Yoon & Uysal, 2005). To visit a destination my friends/relatives have not been to (Güzel et al., 2020; Yoon & Uysal, 2005). To have more prestige in society (Güzel et al., 2020).
	To shop	To shop (Figini & Vici, 2012; Güzel et al., 2020; Lundtorp, 1999; Munien et al., 2019; Valls et al., 2018).
	To live luxurious	To stay at luxury hotels (Güzel et al., 2020). Experience a luxury holiday (Prayag, 2012). To have meal in luxury restaurants/To have fine dining/being waited on (Güzel et al., 2020; Jacobsen & Dann, 2009). To buy world-famous brand-name product (Güzel et al., 2020).
	To take photos	To take photos (Güzel et al., 2020).
	Take my dog for a walk	Take my dog for a walk (Lucrezi & Van der Walt, 2016).
	Work-related purpose	Figini & Vici, 2012; Lucrezi & Van der Walt, 2016; Lundtorp, 1999; Munien et al., 2019;
	Spiritual purpose	Spiritual purpose (Munien et al., 2019).
	Religious purpose	Religious purpose (Figini & Vici, 2012).
	Habit/part of lifestyle	Part of my lifestyle (Lucrezi & Van der Walt, 2016; Saayman & Saayman, 2016). Habit (Alegre & Cladera, 2006; intv 9).
	Unaware of push motivation	I don't know (NBTC Intell & Insights, 2020). Without a (clear) purpose (intv 1).
Pull factor	Sea and beaches	Beach(es) (Alegre & Garau, 2011; Lundtorp, 1999; Kesgin et al., 2012; Prayag, 2012; Valls et al., 2018). Sea and beach (Marin et al., 2009; intv 11, 14). Sand (Ergin et al., 2006). Beach size (Vaz et al., 2009). Waves (Lucrezi & Van der Walt, 2016; Saayman & Saayman, 2017). Sea (intv 1, 3, 4, 7, 9). Water sea temperature (Vaz et al., 2009).
	Quality/cleanliness of water and sand	Cleanliness and hygiene (Alegre & Garau, 2011; Kesgin et al., 2012; Vaz et al., 2009). Absence of litter and sewage (Ergin et al., 2006). Clean water and sand (Marin et al., 2009; NBTC Intell & Insights, 2020; Roca & Villares, 2008; Tudor & Williams, 2006; Yoon & Uysal, 2005; Zadel et al., 2018). Water and sand quality (Botero et al., 2013). Water colour and clarity (Ergin et al., 2006). Cleanliness

			of the beach (Economou et al., 2014). Quality beach (Yoon & Uysal, 2005).
		Views/landscape/scenery	Landscape (Lundtorp, 1999). Coastal landscape features (Ergin et al., 2006). Nature (Lundtorp, 1999; Ergin et al., 2006). Beautiful nature (NBTC Intell & Insights, 2020). Scenery (Alegre & Garau, 2011; Kesgin et al., 2012; Lucrezi & Van der Walt, 2016; Vaz et al., 2009; Yoon & Uysal, 2005). The view (Ergin et al., 2006; NBTC Intell & Insights, 2020; intv 6, 8). (Attractive) view and landscape (Economou et al., 2014; Roca & Villares, 2008; Tudor & Williams, 2006). Natural attractions and beautiful scenery (Prayag, 2012). Beauty of the landscape (Zadel et al., 2018).
		Weather	The (pleasant) weather/climate (Alegre & Garau, 2011; Kesgin et al., 2012; Kozak, 2002; Lucrezi & Van der Walt, 2016; Prayag, 2012; Saayman & Saayman, 2017; Van der Merwe et al., 2011). The sun (Valls et al., 2018). Reliable weather (Yoon & Uysal, 2005).
		Sustainability	The measures taken for biodiversity conservation (Economou et al., 2014). The existence of environmentally friendly tourism (Economou et al., 2014). Environmental education (Dodds & Holmes, 2020).
		Sense of place	Special place in my heart (Lucrezi & Van der Walt, 2016). I grew up here (Lucrezi & Van der Walt, 2016; Saayman & Saayman, 2017). Grew up spending my holidays at the destination (Van der Merwe et al., 2011; intv 3, 10). 'My destination' (Valls et al., 2018). It is part of my blood (Ashbullby et al., 2013). The proximity to their city of provenance (Marin et al., 2009). It is a familiar destination (Alegre & Garau, 2011; Kesgin et al., 2012).
		Knowing how long the walk is	Knowing how long a specific walk is between two landmarks (intv 8).
		Interesting people (that I know)	Attractive people at this beach (Saayman & Saayman, 2017). Interesting people (Yoon & Uysal, 2005; intv 13). The presence of friends and/or family (Alegre & Garau, 2011; intv 2, 7, 11). I know many people here (Saayman & Saayman, 2017).
		As travel companion(s) want it	As partner want it (intv 7, 12).
		Novelty	New place for me (Botero et al., 2013; Kesgin et al., 2012; intv 2, 3, 4, 13).
		Exotic atmosphere	Exotic atmosphere (Kesgin et al., 2012; Yoon & Uysal, 2005).

	Attractive/interesting destination	interest in destination (Botero et al., 2013). Interesting (fishing)towns or cities (Alegre & Garau, 2011; Lundtorp, 1999; Yoon & Uysal, 2005). Attractive places around the destination (NBTC Intell & Insights, 2020). (Attractive) seaside (NBTC Intell & Insights, 2020; Yoon & Uysal, 2005). Attractive architecture (intv 14).
	Reputation/popularity/prestige	The beach is popular (Lucrezi & Van der Walt, 2016; intv 14). The beach is well known (Saayman & Saayman, 2017). It is not popular in my own country (Kesgin et al., 2012). Beach reputation (Botero et al., 2013). It is a place I can tell others about (Kesgin et al., 2012). My friends have not been here (Kesgin et al., 2012).
	Cultural history (that can be visited)	(Cultural) history (Kesgin et al., 2012; Lundtorp, 1999). Cultural and historical attractions/ activities such as museums, festivals, exhibitions, etc. (Alegre & Garau, 2011; Kesgin et al., 2012; Prayag, 2012). Craft/art workers (Lundtorp, 1999). Historic sites (nearby) (Alegre & Garau, 2011; Ergin et al., 2006; NBTC Intell & Insights, 2020; Yoon & Uysal, 2005). Heritage (Kesgin et al., 2012).
	Local (different) culture	Culture of destination (Van der Merwe et al., 2011). Different culture (Yoon & Uysal, 2005). Local lifestyle (Alegre & Garau, 2011; Kesgin et al., 2012). Local cuisine (Alegre & Garau, 2011; Kesgin et al., 2012; Prayag, 2012; Yoon & Uysal, 2005; intv 13). Local language (Prayag, 2012; Van der Merwe et al., 2011).
	(Good) facilities	(Good) facilities (Botero et al., 2013; Lucrezi & Van der Walt, 2016; Roca & Villares, 2008; Saayman & Saayman, 2017; Van der Merwe et al., 2011; intv 5). For its commercial activity (Carvache-Franco et al., 2018b, 2020). Quality of services provided (Economou et al., 2014). Services/facilities (Marin et al., 2009).
	Food facilities	Restaurants (Lundtorp, 1999). gastronomic offer (NBTC Intell & Insights, 2020; Zadel et al., 2018). Variety & quality of restaurants & bars (NBTC Intell & Insights, 2020; Prayag, 2012; intv 4).
	Tourist attractions/sights	Tourist attractions/sights (Alegre & Garau, 2011; Carvache-Franco et al., 2018a, 2018b; Kesgin et al., 2012; Van der Merwe et al., 2011; intv 12).
	(Water) sports facilities	Water sports (NBTC Intell & Insights, 2020; Prayag, 2012; Yoon & Uysal, 2005). Comfort for bathing and swimming (Roca & Villares, 2008). Designated swimming areas (Dodds & Holmes, 2020). Availability of sports facilities (Zadel et al., 2018). Sport activities (Kesgin et al., 2012). Walk and cycle routes (Lundtorp, 1999; NBTC Intell & Insights, 2020). Possibility to walk on the beach or boulevard (intv 3, 13).

	Shopping facilities	Shopping facilities (Kesgin et al., 2012; Prayag, 2012; Yoon & Uysal, 2005).
	Nightlife and entertainment	Nightlife/ entertainment (Alegre & Garau, 2011; Carvache-Franco et al., 2018a, 2018b, 2020; Jacobsen & Dann, 2009; Kesgin et al., 2012; Kozak, 2002; NBTC Intell & Insights, 2020; Prayag, 2012; Yoon & Uysal, 2005). Party atmosphere (Botero et al., 2013). Possibilities of entertainment (Valls et al., 2018). Entertainment facilities (Zadel et al., 2018). Casino's, concerts, theaters (Yoon & Uysal, 2005).
	Toilets/changerooms	Toilets/changerooms (Dodds & Holmes, 2020; Tudor & Williams, 2006; intv 3).
	Enough activities	Enough activities (Saayman & Saayman, 2017). Variety of activities (Lundtorp, 1999; Yoon & Uysal, 2005). Always something to do whatever the weather (NBTC Intell & Insights, 2020).
	Family-oriented	Facilities for the elderly and/or children (Alegre & Garau, 2011; Kesgin et al., 2012). Many activities for my children (Van der Merwe et al., 2011). Children facilities (Kesgin et al., 2012; Zadel et al., 2018 intv 5). Family-oriented (Kozak, 2002). Child-friendly (NBTC Intell & Insights, 2020; Saayman & Saayman, 2017). Family-friendly atmosphere (Botero et al., 2013).
	Dog-friendly beach	Dog-friendly beach (Dodds & Holmes, 2020; Zadel et al., 2018). Dog-friendly destination (intv 10).
	Quality and hygiene of accommodation	Quality and hygiene of accommodation (Alegre & Garau, 2011; Ekonomou et al., 2014; Kesgin et al., 2012; Lucrezi & Van der Walt, 2016; NBTC Intell & Insights, 2020; Prayag, 2012; Saayman & Saayman, 2017; Van der Merwe et al., 2011). Accommodation facilities/service(s level) (Kozak, 2002). Variety of hotels (NBTC Intell & Insights, 2020).
	Proximity/accessibility	Proximity (Botero et al., 2013; Carvache-Franco et al., 2018b, Cervantes et al., 2008; Lucrezi & Van der Walt, 2016; Saayman & Saayman, 2017; Vaz et al., 2009; intv 1, 2, 5, 9, 13). Good access (by car) and parking areas (NBTC Intell & Insights, 2020; Roca & Villares, 2008; Tudor & Williams, 2006; Zadel et al., 2018; intv 11). Distance to travel to beach (Ekonomou et al., 2014; Tudor & Williams, 2006; intv 4). Access to the sea and beach (Kozak, 2002; Zadel et al., 2018). Ability of access for disabled persons in wheelchairs, etc. (Zadel et al., 2018). Good public transport (NBTC Intell & Insights, 2020; Prayag, 2012).
	Level of/affordable price	Level of/affordable price (Alegre & Garau, 2011; Carvache-Franco et al., 2018a, 2018b; Ekonomou et al., 2014; Kesgin et al., 2012; Kozak, 2002; NBTC Intell & Insights, 2020; Rudež et al., 2014; Van

		der Merwe et al., 2011). Budget accommodation (Yoon & Uysal, 2005). Inexpensive restaurants (Yoon & Uysal, 2005). Value for money (Prayag, 2012)
	Quietness/lack of crowding	Quietness (Kozak, 2002; Lucrezi & Van der Walt, 2016; Vaz et al., 2009; intv 3, 8). Not too crowded (NBTC Intell & Insights, 2020). Wide spaces to get away from crowds (Yoon & Uysal, 2005). Absence of noise (Ergin et al., 2006). Tranquility/calm (Alegre & Garau, 2011; Kesgin et al., 2012; Roca & Villares, 2008).
	Crowding	Crowding (Botero et al., 2013).
	Friendliness	Relaxed-friendly atmosphere (Botero et al., 2013). Friendly locals (Economou et al., 2014; Kesgin et al., 2012; NBTC Intell & Insights, 2020; Yoon & Uysal, 2005). Hospitality (Kesgin et al., 2012).
	Safety & security	Safety (Alegre & Garau, 2011; Lucrezi & Van der Walt, 2016; Saayman & Saayman, 2017; Tudor & Williams, 2006; Van der Merwe et al., 2011; Yoon & Uysal, 2005). Safety & security (Botero et al., 2013; Kesgin et al., 2012). Safety for bathing and swimming (Roca & Villares, 2008). The feeling of safety and security (safe bathing) (Economou et al., 2014). Beach patrol (Lucrezi & Van der Walt, 2016). Medical aid (Economou et al., 2014). Safe beach (NBTC Intell & Insights, 2020).
	Blue flag	Blue flag (international quality label for beaches) (Lucrezi & Van der Walt, 2016).
	The sphere/charm	The combination of all kinds of factors that make up Scheveningen such as the long and wide beach, the reputation, the many food facilities, the boulevard and the Kurhaus, altogether (intv 6, 7).
	Easy to meet spot	Easy to meet spot due to it (the Kurhaus) being a landmark (intv 11).
Facilitating factor	Weather	Going to Scheveningen if it is not raining.
Destination image	Kurhaus	<i>A grand hotel</i> along the boulevard.
	Pier	
	Sea	
	Other	
	Sources destination image	On what sources the destination image is based.
	Authenticity	If the location is perceived as authentic.
Considering to	Moment to decide to leave home	

	visit Schav.	Moment to decide to visit Schav.	
		Other considered destinations	
Visit: experience and satisfaction	Dimension of experience	Aesthetic Appreciation	I experienced a sense of aesthetic appreciation, appreciation of objects, beauty, grandeur, it engaged my senses (Packer et al., 2018).
		Attention	I felt attentive, alert, observant, I experienced a sense of concentration, it engaged me mentally (Packer et al., 2018).
		Autonomy	I felt independent, confident, I experienced a sense of choice, control, deciding (Packer et al., 2018).
		Compassion	I felt concerned for nature, concerned for others, concerned for the world, concerned for animals, I experienced a sense of compassion (Packer et al., 2018).
		Connection	I experienced a sense of connection to the past, connection with nature, connection with objects, attachment, nostalgia (Packer et al., 2018).
		Excitement	I felt excited, exhilarated, enthusiastic, I experienced a sense of enjoyment, elation (Packer et al., 2018).
		Fascination	I felt fascinated, amazed, intrigued, I experienced a sense of wonder, it engaged my imagination (Packer et al., 2018).
		Peacefulness	I felt peaceful, serene, relaxed, refreshed, restored (Packer et al., 2018).
		Personal Growth	I experienced a sense of accomplishment, fulfillment, growth, self-discovery, self-actualization (Packer et al., 2018).
		Physical Activity	I felt active, mobile, vigorous, energetic, it engaged me physically (Packer et al., 2018).
		Privilege	I felt privileged, honored, fortunate, grateful, I experienced a sense of respect (Packer et al., 2018).
		Reflective Engagement	I felt reflective, thoughtful, introspective, deep in thought, I experienced a sense of pondering (Packer et al., 2018).
		Spiritual Engagement	I felt connected spiritually, reverent, I experienced a sense of worship, sacredness, it engaged me spiritually (Packer et al., 2018).
		Tension	I felt tense, frustrated, stressed, overloaded, uncomfortable (Packer et al., 2018).
Togetherness	I felt sociable, I experienced a sense of togetherness, fellowship, companionship, community (Packer et al., 2018).		
Eagerness	I am eager to go back to normal (pre-covid) (intv 5).		

Touchpoints/ Activities	Traveling to Schev.	Car, bike, bus, walk.
	Beach sports	Beach sports (Haller et al., 2011; Lucrezi & van der Walt, 2016). Beach volley (Marin et al., 2009).
	Water sports	Bathing/ swimming (Cervantes et al., 2008; Drius et al., 2019; Haller et al., 2011; Kessler, 2009; Lucrezi & van der Walt, 2016; Marin et al., 2009; NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018). Surf (Cervantes et al., 2008; Haller et al., 2011; Lucrezi & van der Walt, 2016; Zadel et al., 2018).
	Walking/running	Walking (Cervantes et al., 2008; Drius et al., 2019; NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018; intv 3, 5, 7, 8). Walking and running (Lucrezi & van der Walt, 2016). Running (Drius et al., 2019). Dog walking (Drius et al., 2019; NBTC-NIPO Research, 2018; intv 4). Walking with buggy (intv 2),
	Uitwaaien	Uitwaaien (NBTC Intell & Insights, 2020; intv 4, 9, 10).
	Biking	Biking (Drius et al., 2019; Lucrezi & van der Walt, 2016; NBTC Intell & Insights, 2020; NBTC-NIPO Research, 2018; intv 1).
	Socializing	Doing conversation (Marin et al., 2009). Socializing (Lucrezi & van der Walt, 2016; Munien et al., 2019). Being with family and friends (Lucrezi & van der Walt, 2016; intv 5, 7, 11).
	Food and drink	Drink (Cervantes et al., 2008). Food and wine (Munien et al., 2019; NBTC Intell & Insights, 2020; Zadel et al., 2018). Gastronomic events (Marin et al., 2009). Picnic (Cervantes et al., 2008; Lucrezi & van der Walt, 2016). Eat (intv 5, 11, 13). Visiting horeca (NBTC-NIPO Research, 2018).
	Resting	Resting (Cervantes et al., 2008). Doing nothing (Marin et al., 2009). Relaxing (Drius et al., 2019; Lucrezi & van der Walt, 2016). Massages on the beach (Zadel et al., 2018).
	Sunburning/ sunbathing	Sunburning/ sunbathing (Cervantes et al., 2008; Drius et al., 2019; Haller et al., 2011; Kessler, 2009; Lucrezi & van der Walt, 2016; NBTC Intell & Insights, 2020).
	Read	Read (Cervantes et al., 2008; Marin et al., 2009; Lucrezi & van der Walt, 2016).
	Shopping	Shopping (Lucrezi & van der Walt, 2016; Marin et al., 2009; Munien et al., 2019; NBTC Intell & Insights, 2020).
Photographing	Photographing (Lucrezi & van der Walt, 2016).	
Observe flora and fauna	Observing wildlife (Lucrezi & van der Walt; Munien et al., 2019). Observe birds (Drius et al., 2019). Observe fish (Drius et al., 2019). Observe plants (Drius et al., 2019). Observe insects (Drius et al., 2019).	

		Observe sights	Sightseeing (Lucrezi & van der Walt, 2016; NBTC Intell & Insights, 2020; intv 12, 13).
		Observe scenery	Landscape watching (Cervantes et al., 2008). Observing scenery (Lucrezi & van der Walt; intv 6). Observing (people in) the sea (intv 1, 2, 3, 4, 7, 8, 11, 14).
		Smelling the sea (air)	Smelling the sea (air) (intv 1, 3, 4).
		Hearing the sea	Hearing the sea (intv 3, 4)
	Satisfaction-impacting attribute	Description attribute	
		How (dis)satisfied	Very satisfied, somewhat satisfied, average, somewhat dissatisfied, very dissatisfied.
		Kano category	Attractive, must-be, one-dimensional, indifferent.
		How important	Very important, somewhat important, average, somewhat unimportant, very unimportant.
		Minimum standard	The point on which there would be no dissatisfaction.
		Type of attribute	Direct (in the influential realm of the Municipality of The Hague), indirect (outside the influential realm of the Municipality of The Hague).
	Context visit	Travel companions	
		Other visited locations today	
		Accommodation	
		Mindfulness	A state of mind that results from the way that individuals examine information and is sensitive to the context (Loureiro et al., 2021).
Number of visitors		Number of visitors present according to the participant.	
Postvisit: revisit and recommend	Recommend	Intention to recommend	Answer on a scale of 1-10.
		Content of recommendation	
		Public for recommendation	The person(s) to who the participant will recommend Scheveningen.

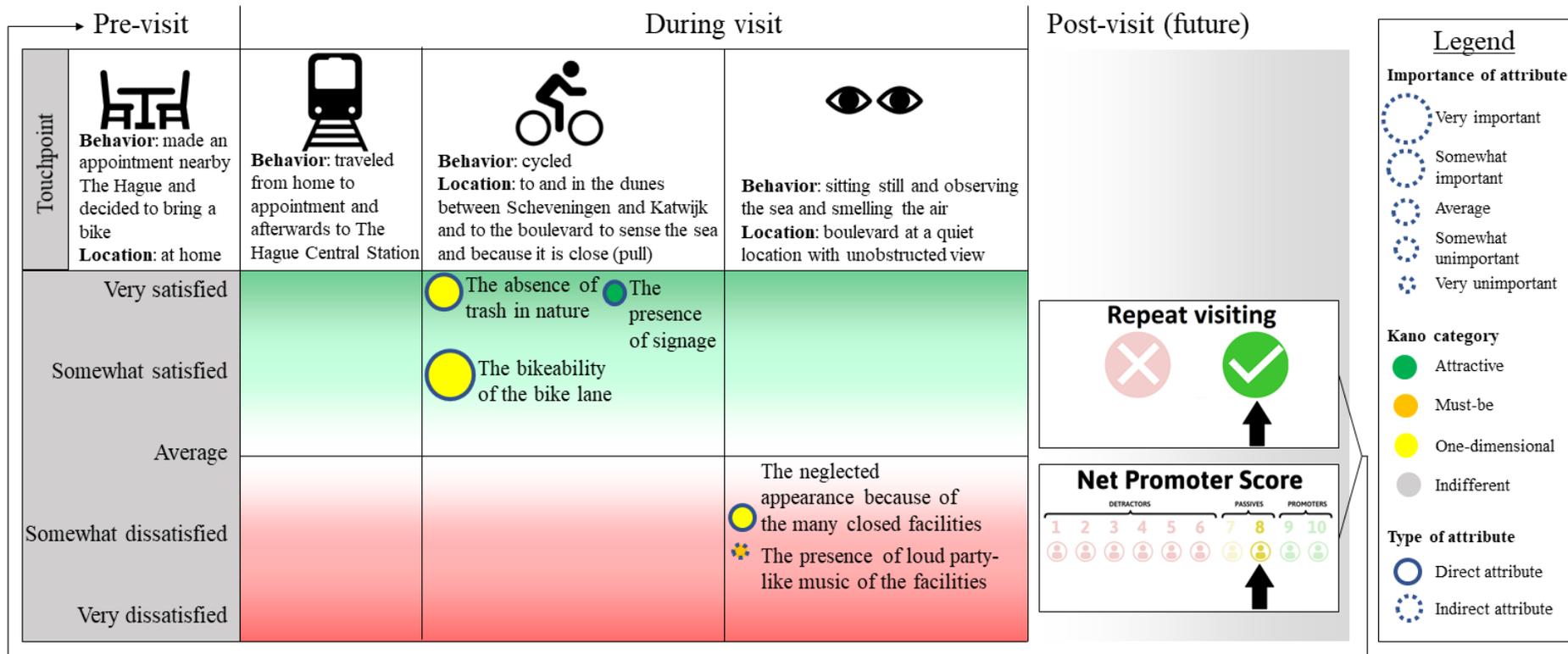
		Reason to recommend	
	Revisit	Intention to revisit	Answer on a scale of 1-10.
		During what season	
Feedback methodology		Difficult to express importance of attribute	
		No need for being dissatisfied in general	The participant generally doesn't complain about anything.
		Difficult to describe the effect of the sea and horizon	
		Difficult to imagine dysfunctional kano question	Not knowing how to feel when the attribute is present or absent.
		Influence of travel company	Travel companions may influence the interview by interrupting or seeking for attention of the interviewee.
		Being dissatisfied doesn't solve anything	Being dissatisfied about something doesn't help to resolve it.
		Dissatisfaction doesn't matter as outside influential realm	The attribute that is causing dissatisfaction is outside the influential sphere so complaining about it doesn't solve anything.

Touchpoints (what & where):		
Identifying (dis)satisfying attributes		
Attributes: Specifically for this <i>touchpoint/activity</i> , what are important attributes that affected your (dis)satisfaction? SPECIFICITY– why?		
	<p><i>For each attr:</i> How (dis)satisfied</p> <p>Kano category</p> <p>If must-be or one-dimensional</p> <p>How important</p> <p><i>If not answered already:</i> Company in travel Transport Visited locations Accommodation</p> <p><i>Optional:</i> mindful</p> <p><i>If mentioned:</i> visitors</p>	<p>How (dis)satisfied with the attribute on a scale of very dissatisfied - very satisfied?</p> <p>And would you feel (dis)satisfied if it was absent-bad/present-good/Is it an extra? Is it a requirement?</p> <p>And what is the minimum standard to prevent dissatisfaction?</p> <p>How important is the attribute for you overall visit on a scale of very unimportant – very important?</p> <p><input type="checkbox"/> Are you with company today? <input type="checkbox"/> How did you come to Scheveningen? <input type="checkbox"/> What places did you visit during your visit? <input type="checkbox"/> Do you stay in accommodation? If so, what kind of?</p> <p><input type="checkbox"/> Are you open to the experience of the moment today, e.g. aware of sounds or the wind blowing? To many visitors, many visitors, neither busy nor quiet, few, very few</p>
Post-visit	<p>Per visited place: Intention to WOM Intention to revisit</p>	<p><input type="checkbox"/> On a scale of 0-to-10, how likely is it that you would recommend visiting this place to another person? (WOM of eWOM? WOM to who? Why do WOM?)</p> <p><input type="checkbox"/> Would you revisit this place in the future?</p>
Ending interview	<p><input type="checkbox"/> Is there anything else you would like to add?</p> <p><input type="checkbox"/> Would you like to receive a transcript?</p> <p><input type="checkbox"/> Tips for improving the interview process?</p> <p>The interview will be ended by expressing satisfaction with the collected data and thanking</p>	

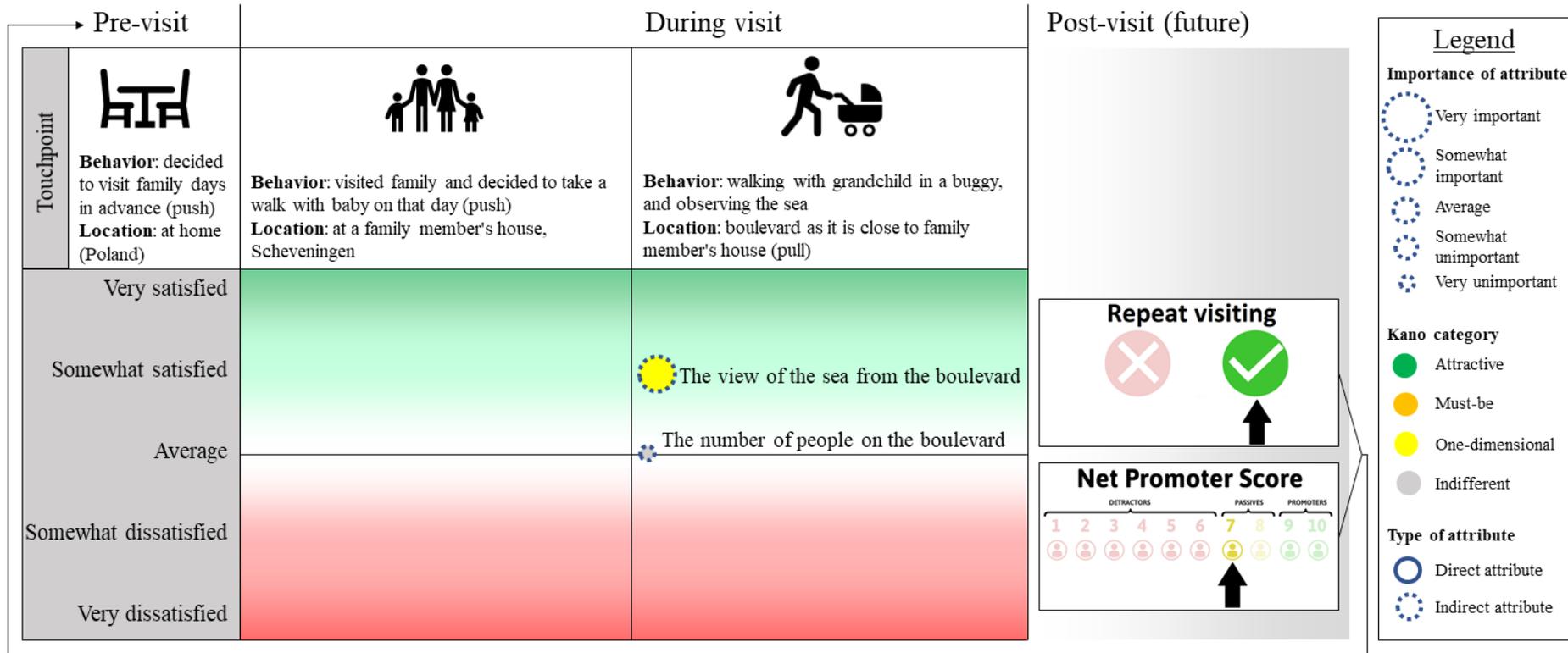
Appendix C: Visitor’s journey maps

A map of the visitor's journey was made for each participant. A map was not constructed for one participant as a few elements of the journey were unclear due to time pressure as discussed in chapter 3.5. Not all visitors’ push and pull motivations (table 2 in chapter 4.1.3) were included to keep the map clear.

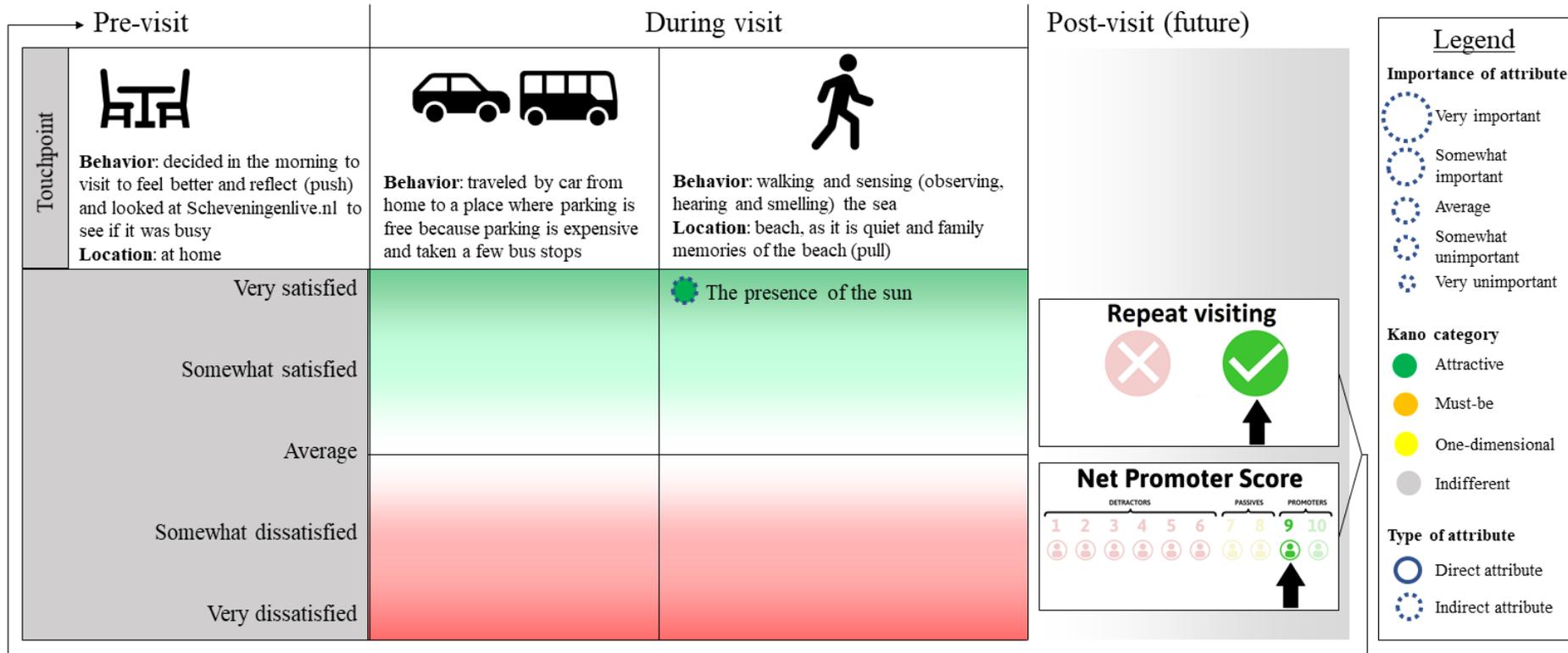
Visitor journey map Nico



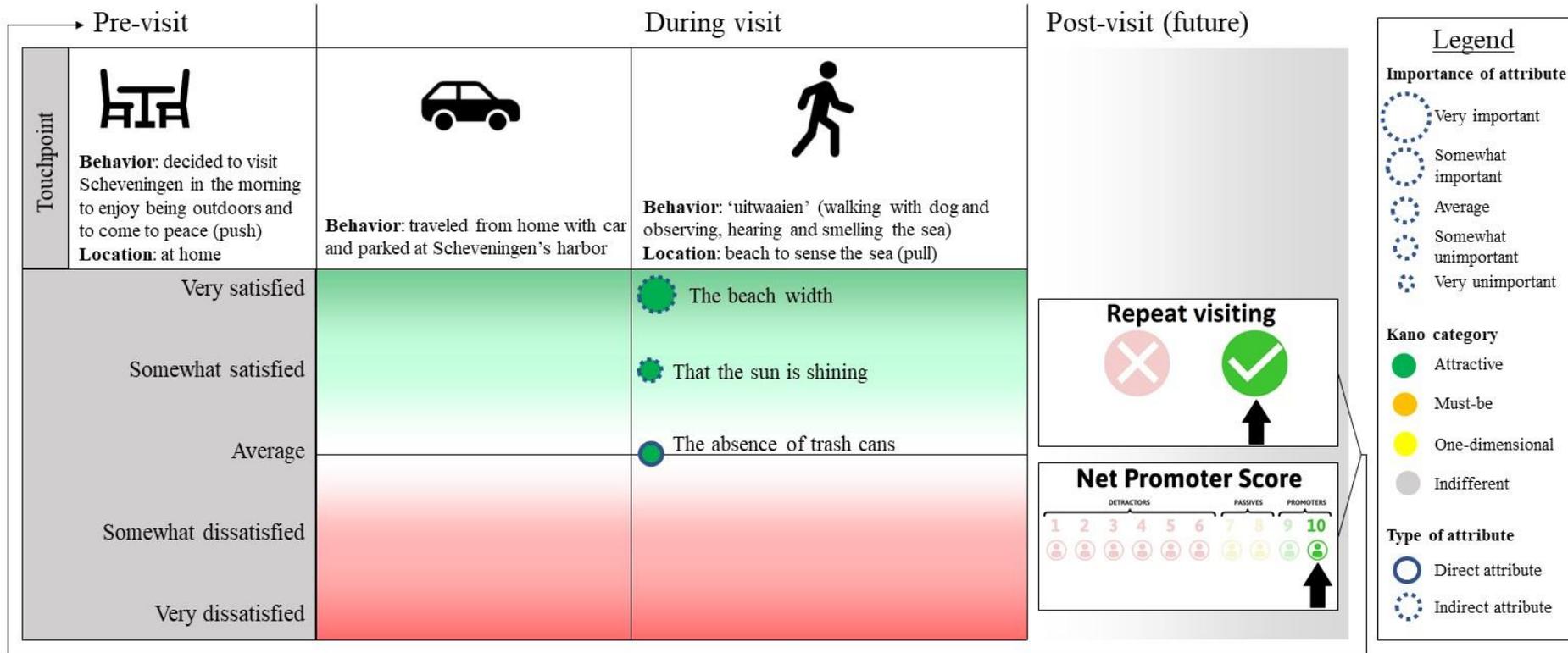
Visitor journey map Dominik



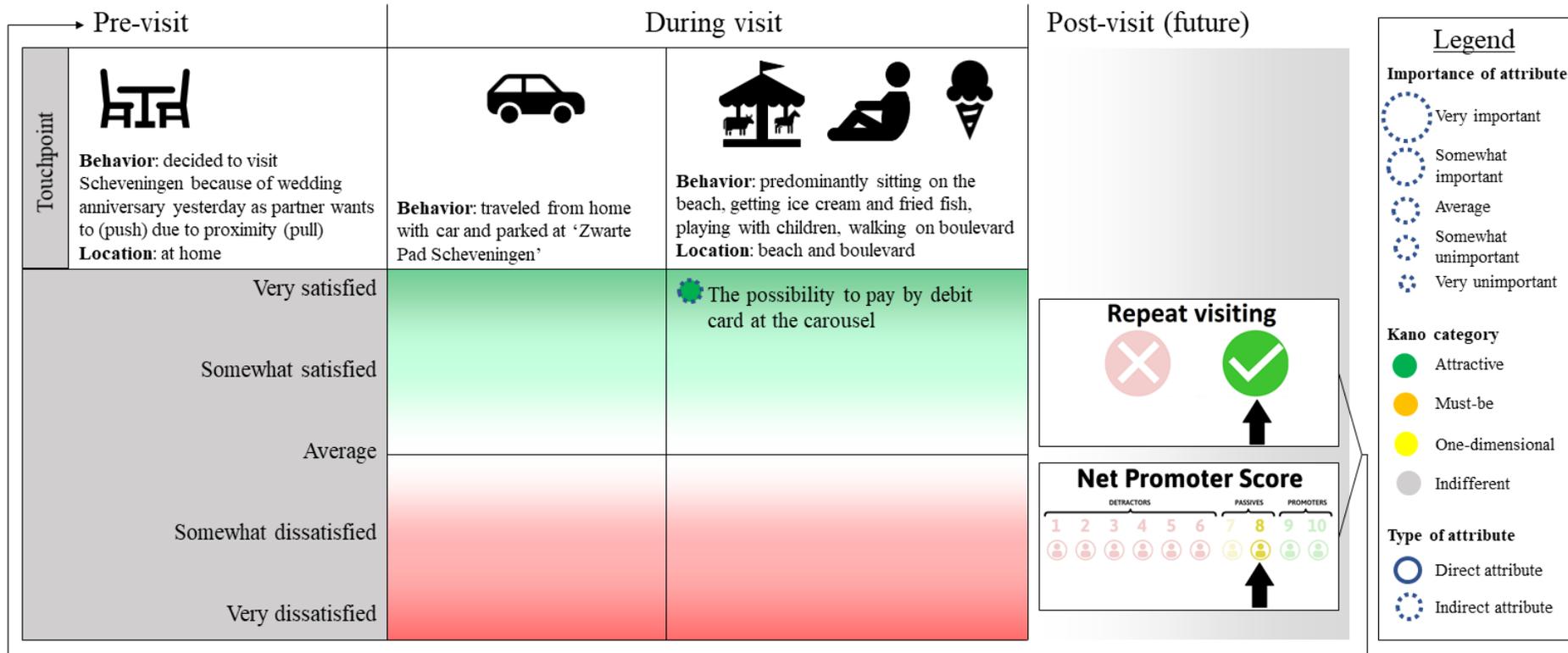
Visitor journey map Magdalena



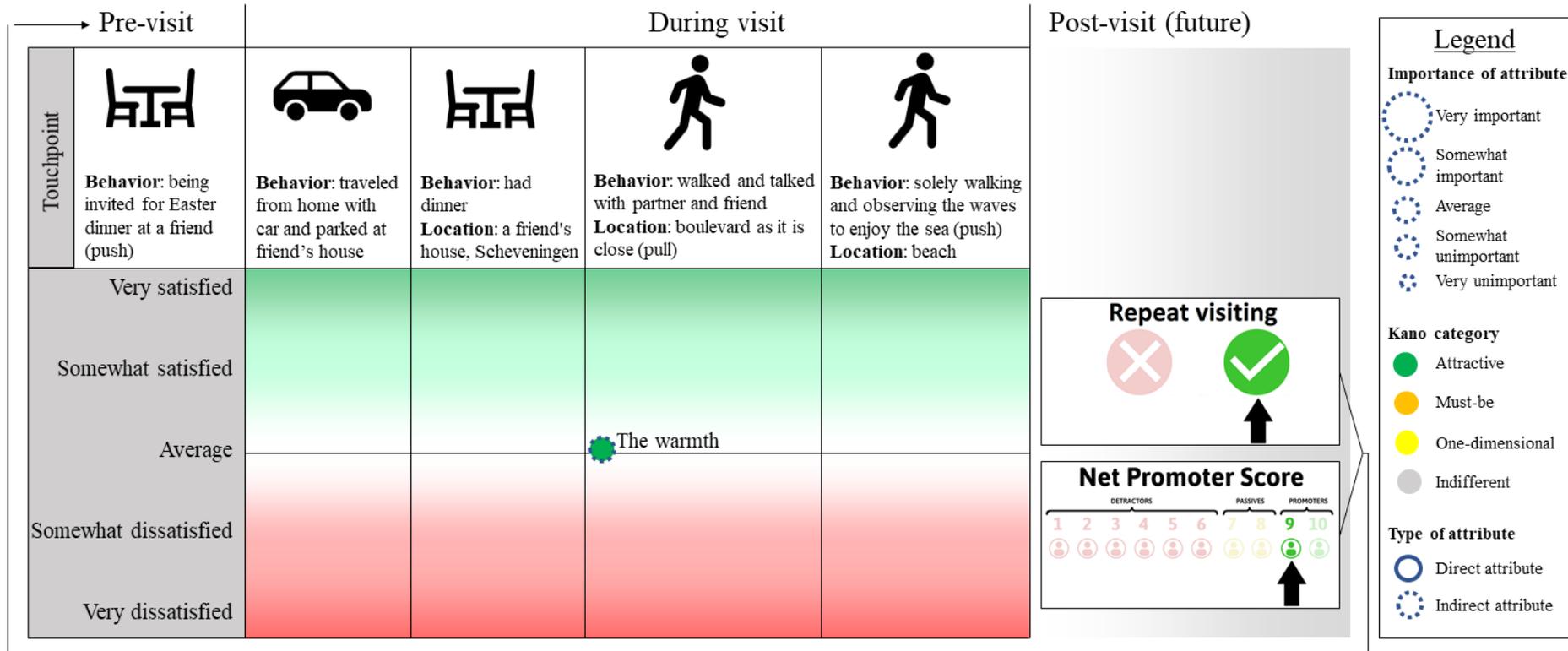
Visitor journey map Annie



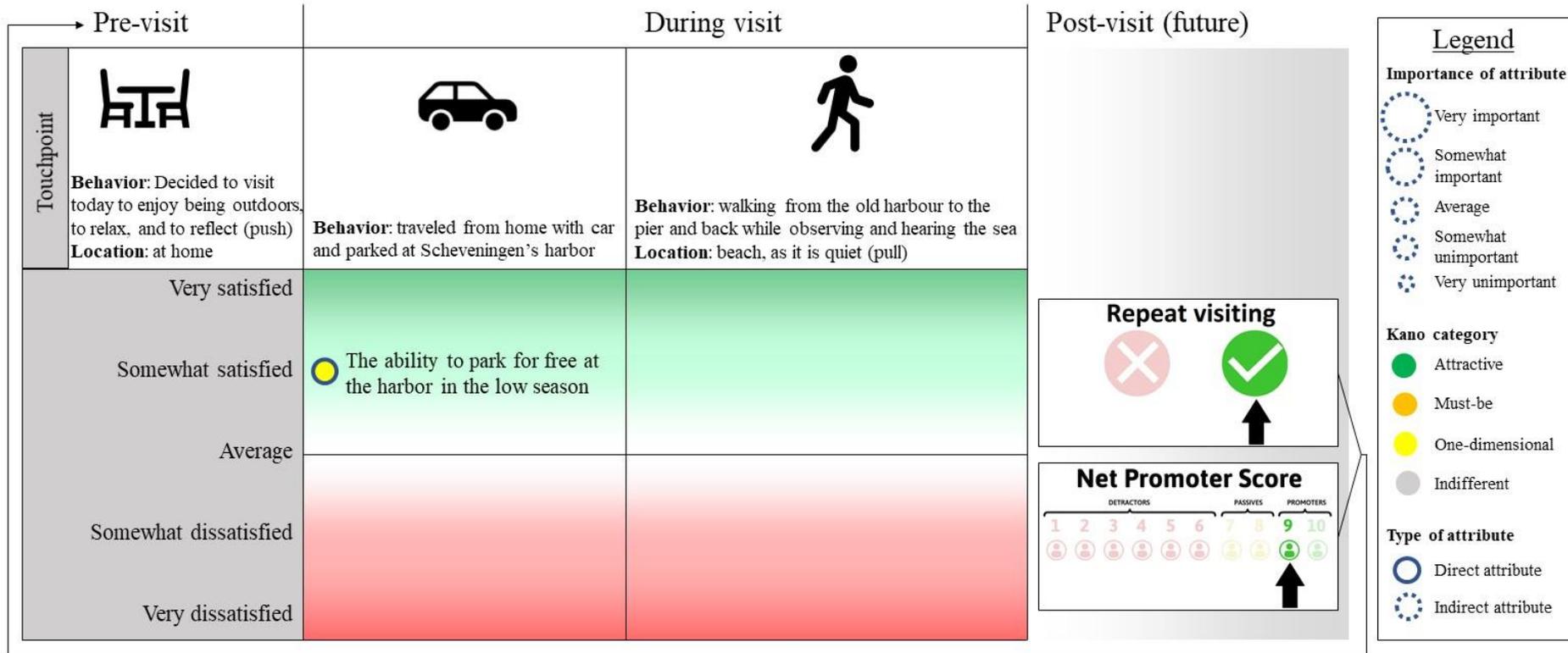
Visitor journey map Guus



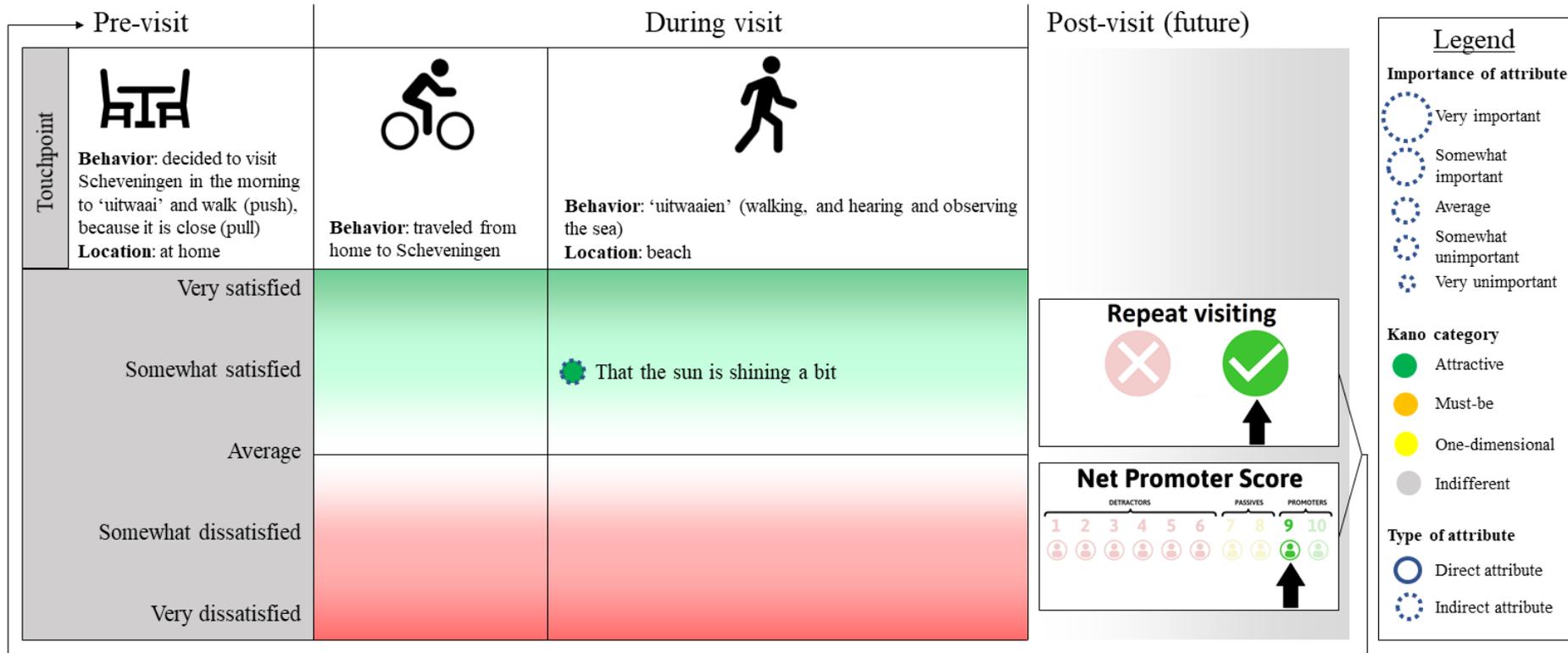
Visitor journey map Geiteke



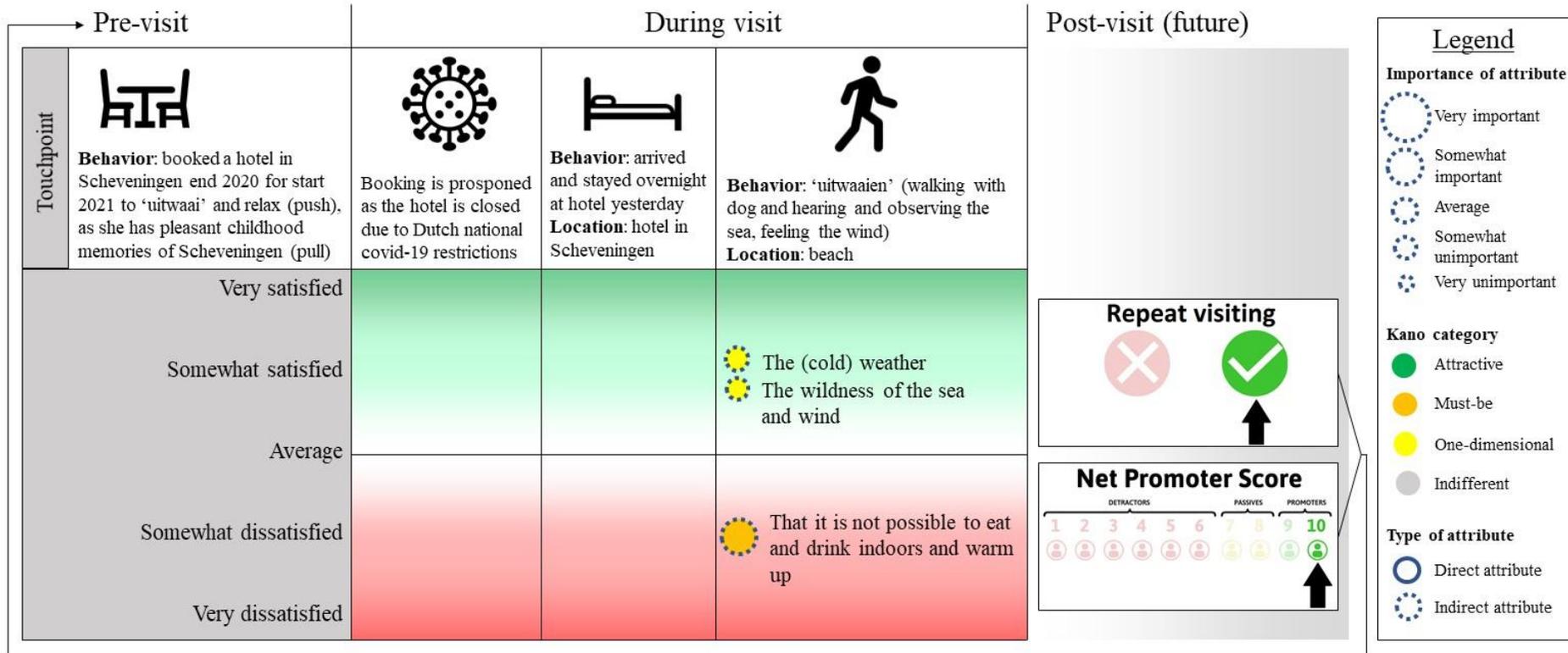
Visitor journey map Mark



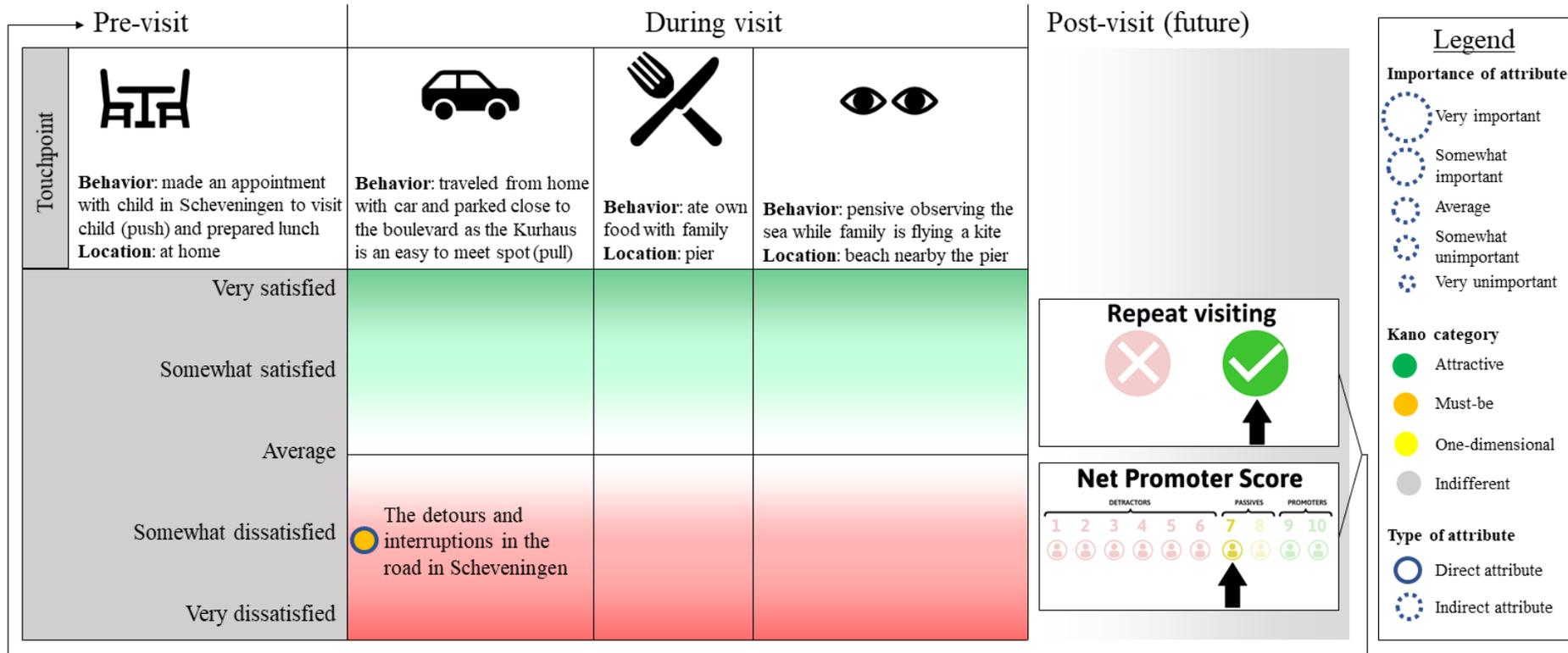
Visitor journey map Peter



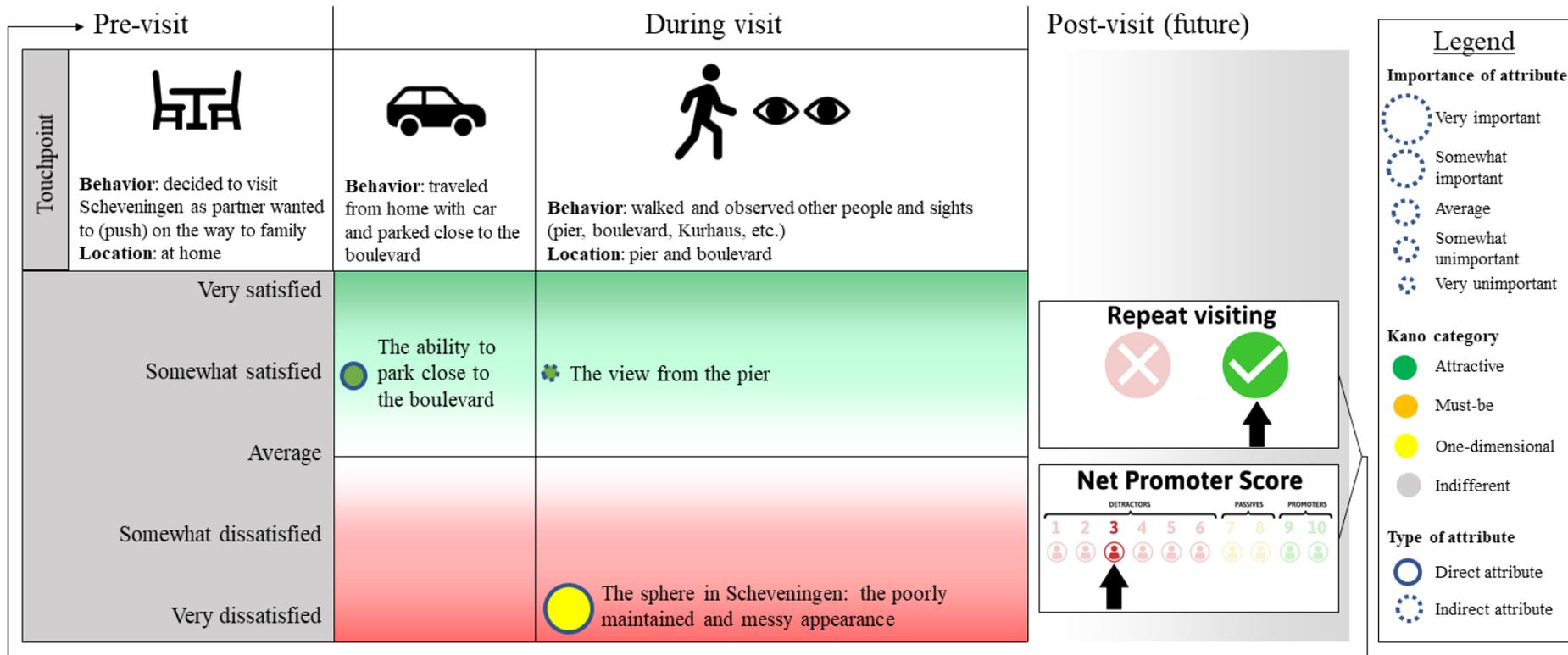
Visitor journey map Scrabble



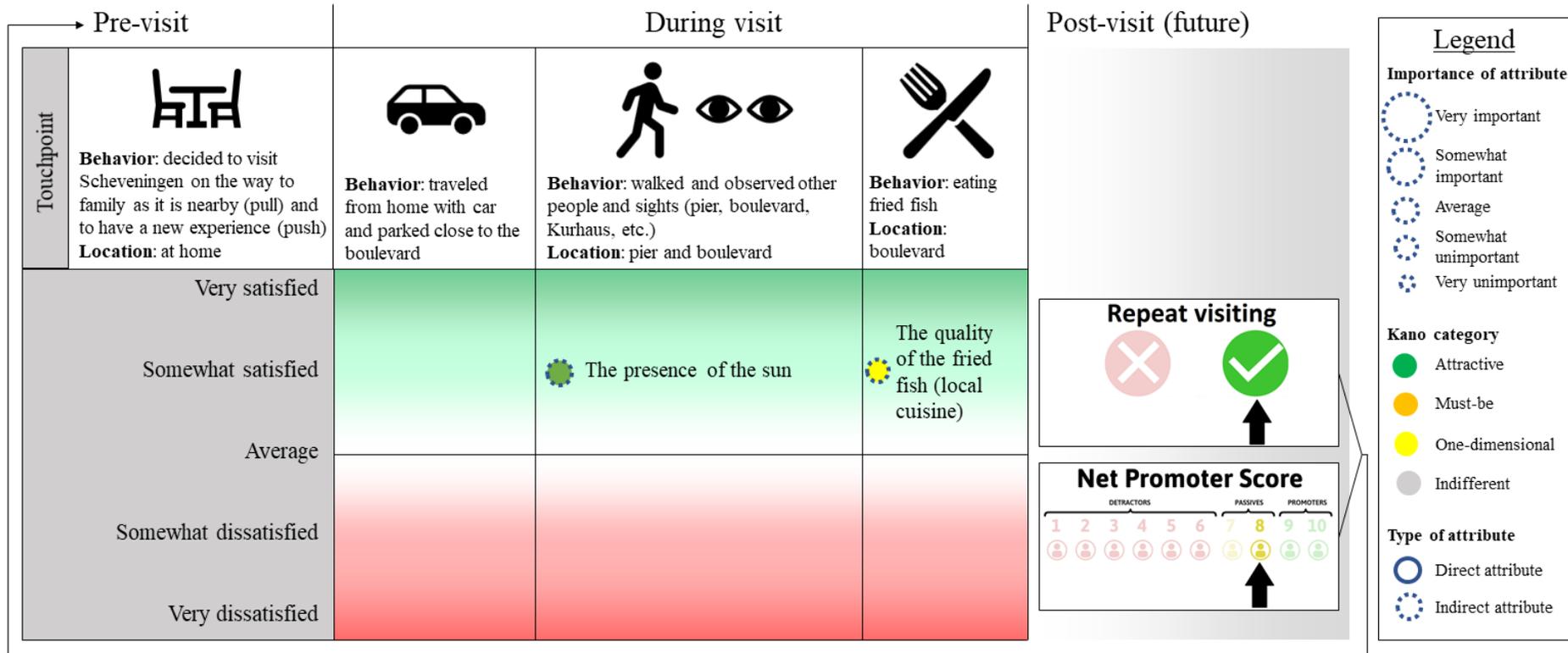
Visitor journey map Else



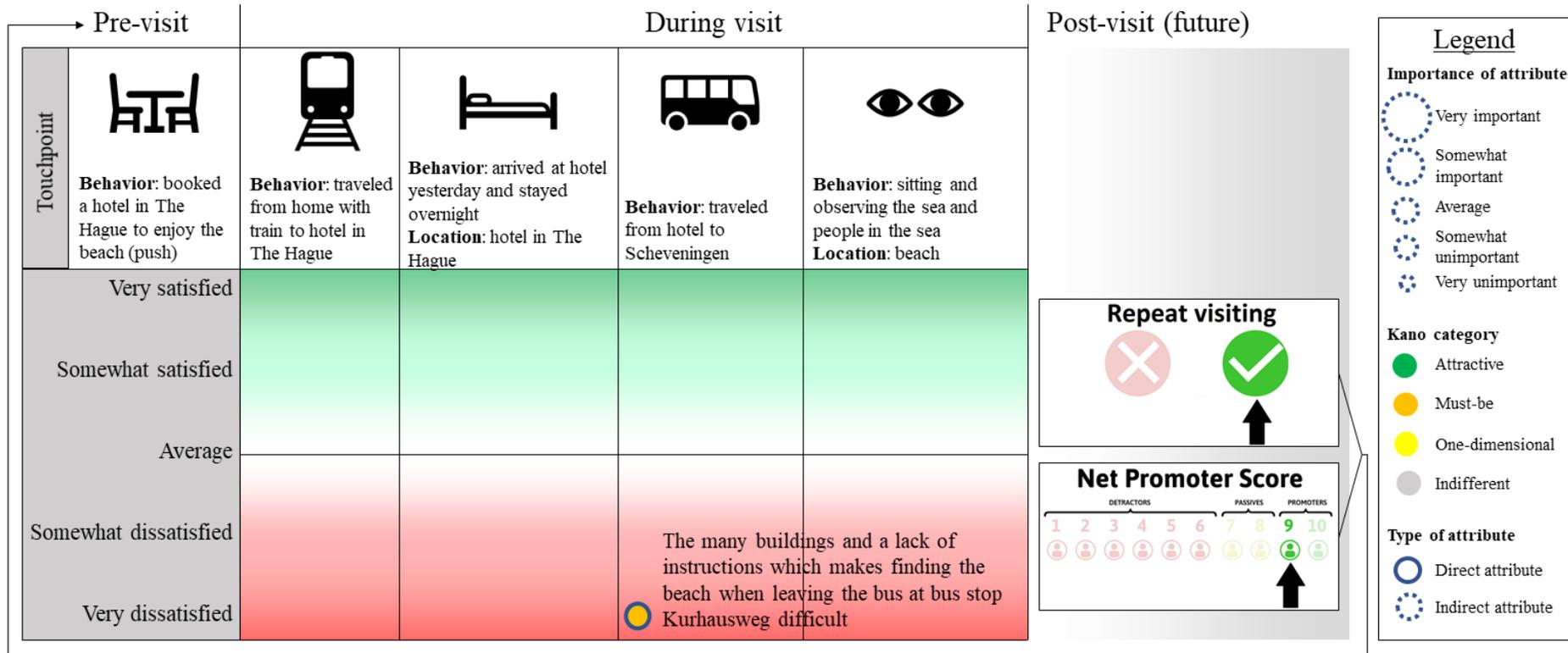
Visitor journey map Souf



Visitor journey map Ela



Visitor journey map Dapda



Appendix D: List of all categorized attributes

This list includes all the mentioned (dis)satisfaction-impacting attributes by the participants, their Kano model category, the score on (dis)satisfaction, the importance of each attribute, and the type of attribute.

	Total count	Kano category	Score on satisfaction	Importance of attribute	Type of attribute
Accessibility					
The detours and interruptions in the road in Scheveningen	1	Must-be	Somewhat dissatisfied	Average	Direct
The ability to park close to the boulevard	1	Attractive	Somewhat satisfied	Average	Direct
The ability to park for free at the harbor in the low season	1	One-dimensional	Somewhat satisfied	Average	Direct
The many buildings and a lack of instructions which makes finding the beach when leaving the bus at bus stop Kurhausweg difficult	1	Must-be	Very dissatisfied	Average	Direct
The presence of signage for cycling (dunes)	1	Attractive	Very satisfied	Somewhat unimportant	Direct
The bikeability of the bike lane (dunes)	1	One-dimensional	Somewhat satisfied	Very important	Direct
Weather					
The presence of the shining sun	4	Attractive (4)	Very satisfied (1) Somewhat satisfied (3)	Somewhat unimportant (4)	Indirect
The wildness of the sea and wind	1	One-dimensional	Somewhat satisfied	Average	Indirect
The (cold) weather	1	One-dimensional	Somewhat satisfied	Average	Indirect
The warmth	1	Attractive	Average	Average	Indirect
View					

The view of the sea from the boulevard	1	One-dimensional	Somewhat satisfied	Somewhat important	Indirect
The view from the pier	1	Attractive	Somewhat satisfied	Very unimportant	Indirect
Sphere					
The neglected appearance because of the many closed facilities	1	One-dimensional	Somewhat dissatisfied	Average	Direct
The sphere in Scheveningen: the poorly maintained and messy appearance	1	One-dimensional	Very dissatisfied	Very important	Direct
The presence of loud party-like music of the facilities	1	Must-be	Somewhat dissatisfied	Very unimportant	Indirect
The number of people on the boulevard	1	Indifferent	Average	Very unimportant	Indirect
Facilities					
That it is not possible to eat and drink indoors and warm up	1	Must-be	Somewhat dissatisfied	Somewhat important	Indirect
The quality of the fried fish (local cuisine)	1	One-dimensional	Somewhat satisfied	Somewhat unimportant	Indirect
The possibility to pay by debit card at the carousel	1	Attractive	Very satisfied	Somewhat unimportant	Indirect
Trash					
The absence of trash in nature (dunes)	1	One-dimensional	Very satisfied	Somewhat important	Direct
The absence of trash cans on the beach	1	Attractive	Average	Somewhat unimportant	Direct
Beach width					
The beach width	1	Attractive	Very satisfied	Somewhat important	Indirect

Appendix E: Informed consent for the research ‘Coastal Visitors’ Journey in Scheveningen, the Netherlands’

As a Cultural Geography student at the University of Groningen, I, Ruben Knoester, would like to interview you for at least 15 minutes about your experience here in Scheveningen. The municipality of The Hague wants to gain more insight into the experiences of visitors in Scheveningen and is therefore collaborating in this research. This research is not funded.

I would like to turn on a GPS and record the audio of this interview so it can be written out and analyzed. The audio recording and transcript will **only** be viewed and used by me. The audio recording will be destroyed after finishing this research; in September 2021. Your data including the transcript will be anonymised by using a pseudonym. The data is stored on a USB stick that can only be accessed by the researcher.

When the research is finished, it will be shared on the publicly accessible thesis repository of the University of Groningen (<https://frw.studenttheses.ub.rug.nl/>) and sent to the municipality of The Hague. For future questions and / or comments, please send an e-mail to r.k.knoester@student.rug.nl. If you have any objections, you can file a complaint to the Ethics Committee of the Faculty of Spatial Sciences of the University of Groningen, by contacting j.t.brondsema@rug.nl.

- I understand the information about the thesis project and how my data is processed and protected. I understand that my words may be quotes in the thesis, but I will be anonymized.
- I have had enough time to consider my voluntary participation and had the opportunity to ask questions. I understand that I can withdraw from the research at any time without giving a reason. I understand that I can withdraw after the interview by e-mailing r.k.knoester@student.rug.nl.

Signature of the participant:

I declare that I have informed the participant about the study and matters that may affect his / her participation.

Signature of the researcher:

Date: